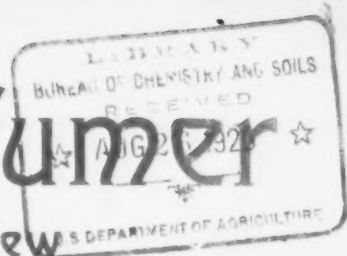


# The American Perfumer

and Essential Oil Review



PERFUMER  
PUB. CO.  
NEW YORK

AUGUST  
NINETEEN  
TWENTY-NINE



## American Can Company

NEW YORK

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See also page 9

# Essences Selectionnees des Alpes

(Hugues Aine, Grasse)

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# The American Perfumer and Essential Oil Review

VOL. XXIV

Registered in U. S. Patent Office

No. 6

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"StaffAllen's"



**S**ALES of Stafford Allen's Oil Almonds Sweet True in the United States for the year 1928 set a new record for volume. This is definite proof that an increasing number of American cosmetic manufacturers recognize the advantage of using a true Sweet Almond Oil of superior quality even though it costs more than ordinary commercial grades.

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## OTTO ROSE D'OR

**A**BNORMAL weather conditions in Europe last Winter are having their repercussion on Otto of Rose as was anticipated, and while it is still too early to predict the full extent of the shortage it is certain that production will be sadly diminished. Such conditions, which might be fatal to a weaker organization, are only a challenge to a strong one and, regardless of difficulties, consumers will receive the usual high quality of Otto Rose d'Or at only moderate advances in price.

BOTU D. PAPPAZOGLU, S. A.	:	Kazanlik
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# The American Perfumer

## and Essential Oil Review

Registered in U. S. Patent Office

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Vol. XXIV. No. 6

### The Tariff on Glass Bottles

THIS journal has watched with interest and great satisfaction the splendid co-operation between the manufacturers of toilet preparations as represented by the American Manufacturers of Toilet Articles, and the manufacturers of glass bottles in the matter of the tariff. Undoubtedly the rates contained in the Tariff Act of 1922 were too low to afford adequate protection to the makers of hand-blown glassware. The American Manufacturers of Toilet Articles, realizing that not only would the bottle makers be injured but the entire toilet goods industry would suffer unless relief were granted to the bottle trade, supported the claims of the representatives of the bottle industry, urging through a resolution that adequate protection be granted.

Unfortunately this friendly co-operative work and the splendid support of each group toward the other now seems to be jeopardized through the mutual activities of the two bodies, the A.M.T.A. insisting that it has gone as far as it can in approving the 65 per cent rate embodied in the House bill and the bottle manufacturers taking the position that they need an 82½ per cent rate as originally requested. We would strongly urge both groups to arrange for further conference and settle this disputed matter by an agreement which would be mutually satisfactory in order that the cordial relations between two co-ordinate branches of our industry may not be disturbed.

Congress has been working under difficulties and under great pressure in framing the new tariff bill. We are confident that governmental agencies such as the Tariff Commission should be able to elicit the facts in the hand-made bottle controversy and that both the House and the Senate, guided by them as well as by the opposing views of interested parties, will work out an equitable solution.

We would again point out to the manufacturers of toilet preparations that the hand-made bottle industry has suffered loss of business on glassware which it could readily make because the tariff during the last few years has been entirely too low to protect this necessary industry from the competition of the French,

German, and Czecho-Slovakian bottle manufacturers. We would urge the toilet preparations manufacturers to consider carefully whether the 65 per cent rate which they are willing to grant will afford sufficient protection to maintain and to build up the American glass bottle industry, keeping ever in mind the fact that the destruction of this industry through lack of adequate protection would work a hardship not only on the capital and labor now engaged therein but also upon the entire toilet goods trade by putting it at the mercy of the foreign bottle manufacturers.

Frankly we do not feel competent to determine the question as to whether any particular suggested rate will be sufficient. Complete data on costs, prices, etc., however are now in the hands of the Tariff Commission. The bottle makers know the situation from their standpoint; and the toilet goods industry knows its own cost problem. Why could not a conference at which there should be a frank interchange of this information, bring these two groups together again?

The glass bottle industry in making its claims for protection, should also keep in mind certain eventualities which may take place if too high a rate on hand-made bottles is finally enacted, although its members indicate that no advance in prices is contemplated.

During the last five years, American makers of bottles have benefitted largely through the transplanting of a considerable section of the French perfume industry to the United States. The foreign houses who are compounding and packaging goods in this country our purchasing two-thirds of the bottles which they fill here from American makers. There exists a delicate balance of costs in this new industry. Too great an increase in the cost of the package might well disturb this balance. Not all of the French houses manufacturing here are working on a basis which will stand a material cost increase. Suppose half of them ceased their manufacturing operations here and hence withdrew their bottle orders.

The chief competitors of the American bottle makers are the French and Czecho-Slovakian industries. They are active, competent and anxious to extend their business in America. A duty which would cut

them off entirely from this market would not be quietly accepted. At present they are handicapped by distance from the market, but it is at least conceivable that when they found themselves entirely excluded by a tariff barrier, they would open branch factories in America. That has been the history in other industries and it is but logical to expect it to repeat itself in this one.

From the standpoint of the bottle blowers themselves, the introduction of machinery has led to a period of adjustment during which the hand workers have suffered. Too little protection will kill the hand-blown bottle industry and take away the livelihood of the worker. But too high prices on hand-made ware may lead to more substitution of machine-made bottles. Adequate protection is necessary for the worker but too much may hurt him almost as badly as too little.

No one is in a position to predict what the enactment of any particular rate of duty will accomplish. The bottle industry has a clear case for adequate protection. The toilet preparations manufacturers can bear only a certain increase in their production cost. We are still of the opinion that these two apparently opposing positions can be reconciled and a mutually satisfactory rate arrived at, a rate which both the American Manufacturers of Toilet Articles and the glass bottle makers can support.

We would again strongly urge the necessity of an agreement between these two co-ordinate branches of our industry. Recriminations and bitterness between them will accomplish no good while continued friendship and co-operation will be beneficial to both groups not only in this particular matter but in everything which affects their mutual interests.

### Unofficial Ambassadors

**D**URING the winter and early spring, the toilet preparations industry welcomed many guests representing those engaged in the finished products and raw materials industries of Europe. They have now hastened back for the summer round of activities in production or purchase of raw materials. With them have gone in greater numbers than ever, representatives of the perfume and allied trades in the United States. Some of these visits to Europe are strictly pleasure trips. More are for business, or at least that excuse is offered for them. Whatever the purpose, they result in closer contacts between the industry here and its foreign suppliers and competitors.

It has been a pleasure to meet and welcome the numerous representatives of European houses who have visited the United States during the last year. And just as warm a welcome has been accorded those in our own industry who are now visiting abroad or who plan such visits. The exchange of friendly contacts means more, however, than merely the pleasure of meeting and greeting. It is significant of the ever closer relationship between the foreign houses and our American industry.

The will to continued international peace and friendship which has characterized the recent contacts of American statesmen with those of Europe is a splendid thing. But their efforts toward better understandings between the nations could hardly be

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effective were it not for the steadily growing friendship and increasing number of amicable contacts among individual business men of the various countries. In these contacts, the toilet preparations and related industries are playing an increasingly important part.

May we express the pleasure of the American industry in these visits of its European friends and extend a hearty welcome for the future? And at the same time we would thank our friends abroad for their courteous welcome to visitors from the United States. Such contacts mean more to the cause of international understanding than reams of diplomatic notes or statesmen's speeches.

### Trade Names of Raw Materials

**T**HE favorable reception accorded to the first edition of our "Trade Names of Natural and Synthetic Perfumery Raw Materials" when it appeared in 1924, and the many requests which the publishers have received for a second edition, have prompted us to revise and expand the book. With this issue of our journal, we are mailing this second edition. It follows the lines of the first but is presented in slightly different format.

In compiling the work, we were surprised to find that the number of trade names in common use in the industry had practically doubled in the short space of five years, and gratified to see that so many of these names had been protected by registration in the United States Patent Office. We hope that all of the raw material houses will realize the value of registration and that an increasing number of names will be so protected.

We hope this book will be of value to our readers. If they find it useful, the publishers will feel amply repaid for the time and effort expended in its compilation.

# Senate Completes Tariff Schedules

*Raises Bottle Rate to 82½ Per Cent and Retains Duties  
on Perfumes but Exempts Industries Materials  
from American Valuation*

WASHINGTON, Aug. 19.—An increase in the duty on perfume bottles from 70 per cent ad valorem, as provided by the House, to 82½ per cent ad valorem, is proposed in Paragraph 218 (e) of the Tariff revision bill as made public on Aug. 19 by the Republican majority of the Senate Committee on Finance.

This is the outstanding change in the rate schedules of the measure affecting American manufacturers of toilet preparations. The Republican group of the Senate Committee rejected the proposal for an increased duty on blackstrap molasses, used in the manufacture of alcohol, it adhered to the 75 per cent rate on perfumery carried in Paragraph 62 of the House bill, and it retained the provision of existing law as embodied in Paragraph 28, as did the House, relieving perfumery mixtures and compounds from the assessment of duty on the basis of American or United States value.

Vanillin will be dutiable under the bill at 45 per cent and 7c per pound (American selling prices) from whatever source derived. The old rate and the House rate was 45 per cent.

## Adopts House Rates on Perfumes

The duties on perfumes and perfume materials contained in Paragraphs 28, 61, 62 and 63 of the House bill, all of which were carried over from the present law, were adopted by the Senate Committee, which however, rejected the House provision reducing the rate on perfumed bath salts, "whether or not having medicinal properties," from 75 per cent to 25 per cent ad valorem. In response to the recommendations of the American Manufacturers of Toilet Articles the Senate Committee, after careful consideration decided that perfumed bath salts should take the perfume rate of 75 per cent.

The Senate Committee failed to comply with the recommendations of the American Manufacturers of Toilet Articles that ambergris, castoreum, civet and musk, included in Paragraph 61, now taxed at 20 per cent ad valorem, and floral waters, embraced in Paragraph 63, be transferred to the free list. It continued the House rate of 40 cents a pound and 60 cents ad valorem on bay rum or bay water, whether distilled or compounded. It accepted without change Paragraph 81 as carried by the House bill imposing a duty of 15 per cent ad valorem on castile soap; 30 per cent ad valorem on toilet soap, and 15 per cent ad valorem on all other soap and soap powder not specifically provided for.

## Flavor Rates Unchanged

No change was made in Paragraph 40 which levies a duty of 25 per cent ad valorem on flavoring extracts and natural or synthetic flavors, fruit esters, oils and essences, not containing alcohol and not specifically provided for elsewhere in the bill. Grapefruit and lemon oil are included in Paragraph 59 and given a duty of 25 per cent ad valorem, the rate that now applies to orange oil.

The House bill carried a rate of 4 16/100c a pound on lin-

seed or flaxseed oil in Paragraph 54. This was reduced to 3 7/10 by the Senate Committee. The existing duty is 3 3/10 cents a pound. Olive oil, palm kernel, rapeseed, sunflower and sesame oils unfit for food are admitted free by the Senate bill. If fit for food olive oils is taxed 7½ cents a pound on containers and contents; palm kernel oil, 6 cents per gallon; sunflower oil, 20 per cent ad valorem; sesame oil, 3 cents a pound. The existing rate of 2½ cents per pound on soya bean oil, increased by the House to 5 cents is fixed at 2 8/10 cents a pound by the House, but it is stipulated that it shall be admitted at not less than 45 per cent ad valorem.

The Senate committee retained Paragraph 58 of the House bill providing for a duty of 25 per cent ad valorem on combinations and mixtures of animal, vegetable or mineral oils except combinations or mixtures containing essential or distilled oils.

The Senate committee introduced new language in Paragraph 52 as follows: "Menthol, 50 cents per pound; camphor, crude, natural, 1 cent per pound; refined or synthetic, 6 cents per pound." In the House bill these rates were 75 cents per pound on menthol; 1 cent per pound on natural crude camphor and synthetic camphor; and 6 cents per pound on natural refined camphor. Here is the text of Paragraph 218 (e) increasing the duty on perfumery containers by 50 per cent.

"Bottles and jars, wholly or in chief value of glass or the character used or designed to be used as containers of perfume, talcum powder, toilet water, or other toilet preparations, and bottles, vials, and jars wholly or in chief value of glass, fitted with or designed for use with ground glass stoppers, 82½ per centum ad valorem."

Stearic acid bears a rate of 1½ cents per pound which is equivalent to 13 per cent ad valorem, in the present law. The bill as passed by the House struck out stearic acid from Paragraph 1, which left it dutiable at 25 per cent ad valorem, thus practically doubling the duty. The Finance Committee was urged to make the rate 50 per cent ad valorem, but it refused to acquiesce, leaving the rate at 25 per cent ad valorem.

## Comments by W. L. Crounse

The tariff committee of the American Manufacturers of Toilet Articles strongly urged the Senate Committee to make an amendment to Paragraph 10 of the chemical schedule so as to give a duty of 35 per cent ad valorem on balsams advanced in value by cleaning, concentrating, drying or other processing. Under existing law these articles are admitted as crude materials at 10 per cent ad valorem or as perfumery mixtures or compounds at 40 cents per pound and 50 per cent ad valorem. It was contented in behalf of the trade that these products should be in an intermediate position and therefore should be dutiable at 35 per cent ad valorem. The Senate retained the 10 per cent ad valorem rate, as did the House.

"The action of the Finance Committee in fixing the duty on hand-made bottles at 82½ per cent ad valorem will be a distinct disappointment to the perfumery industry," said William L. Crouse, Washington representative of the American Manufacturers of Toilet Articles.

"It was generally recognized by the trade that the domestic bottle manufacturers needed a higher rate than the 55 per cent originally written into the existing law in Paragraph 218, but it was the general consensus of opinion that 65 per cent would afford the bottle manufacturers all needed protection. When, therefore, the Ways and Means Committee, by amendment adopted on the floor of the House, after the bill had been reported, raised the duty to 70 per cent ad valorem the trade filed a vigorous protest, and at the hearings before a subcommittee of the Finance Committee we made an extended argument in opposition to any rate above 65 per cent. It is not believed that the investigations of the United States Tariff Commission justifies a rate as high as 82½ per cent, and this duty will be vigorously opposed when the Tariff bill is taken up for action in the Senate chamber."

Commenting on the provision with respect to blackstrap molasses Mr. Crouse said: "The feature of the Tariff bill of chief concern to the readers of THE AMERICAN PERFUMER is the provision regarding the duty on blackstrap molasses used for the manufacture of alcohol. When the bill was pending in the House serious consideration was given to an amendment raising this duty from one-sixth of a cent a gallon, the rate of the present law, to 8 cents per gallon, a 48-fold increase, which would have meant an increase in factory cost of not less than 20 cents a gallon and of from 30 to 35 cents a gallon to the consuming industries. This amendment was beaten in the House, and was offered again in the Senate by Senator Broussard of Louisiana in the form of a rate of 4 cents a gallon. The existing rate of one-sixth of a cent a gallon, now approved by the Senate committee, is acceptable to the trade. The importance of the blackstrap molasses duty to the alcohol-using industries may be gathered from the fact that had the amendment offered in the House raising the duty to 8 cents a gallon prevailed it would have added from 25 to 30 million dollars per annum to the nation's alcohol bill, a very substantial part of which would have been borne by industries associated with the manufacture of perfumery." Mr. Crouse made this comment on other features of the Senate bill:

"Of the highest importance to the perfumery industry is the disposition made of Paragraph 62 which imposes a rate of 75 per cent ad valorem on perfumery. As a result of conferences held here last winter it was agreed among the domestic manufacturing houses and the so-called French houses which have mixing and bottling plants in the United States that this 75 per cent rate should be retained in the new law. Urgent recommendations to this effect were made to both houses by the American Manufacturers of Toilet Articles, and it is a matter of great gratification that the new bill retains the old rate.

#### Bath Salt Rates May Be Raised

Mr. Crouse expressed gratification over the Senate amendment fixing 75 cents ad valorem as the rate on perfumed bath salts, expressing the belief that this product had been properly given the perfume rate.

He also expressed gratification over the action of the Senate committee in retaining the so-called "exemption clauses" of Paragraph 28 of the present act which waives

the application of American or United States value to perfumery mixtures and compounds. Representatives of the Synthetic Organic Chemical Manufacturers Association sought to have these exemption clauses repealed, which would have put perfumery mixtures and compounds on a parity with coal tar preparations. As a result of representations made by spokesmen of the American Manufacturers of Toilet Articles both the Ways and Means Committee and the Finance Committee agreed to leave these exemption clauses as they stand.

#### Rates on Musk, etc., Retained

In order to avoid reducing the revenue derivable from the chemical schedule the Finance Committee somewhat reluctantly rejected the recommendation of the American Manufacturers of Toilet Articles that ambergris, castoreum, civet, natural musk and floral waters be transferred to the free list. It was represented that the free list was the logical place for these products, but the committee did not feel that the government could spare the revenue, although the total amount is not large.

Only the 16 rate schedules of the Tariff bill were made public by the Finance Committee Republicans on Aug. 19. The administrative provisions will be given later. The administrative provisions will be given out later. The committee is hopeful of making a final report to the Senate on the bill as a whole by Sept. 3. By that time, it is hoped, debate will be begun on the measure in the Senate chamber. The Tariff Revision bill was passed by the House on May 28. Hearings were begun on it by the Senate Committee on June 11 and concluded on July 18. By special request of Chairman Smoot supplemental hearings were held on Aug. 7 on a proposed sliding scale of rates on sugar. The sliding scale, which was subsequently abandoned, did not involve blackstrap molasses, which is included in the sugar schedule.

Indications are that the Senate debate on the bill will be long drawn out. It is known that many of its provisions, notably the rates on necessities, are unsatisfactory to the administration. There have been intimations that President Hoover would veto the measure if it reached him in anything like its present form. There are a number of items that excite the opposition of Corn Belt senators, who are still insistent that an embargo tariff shall be levied on blackstrap molasses, and who also want a high duty levied on Philippine coconut oil imports which are now admitted free. In each instance the Corn Belt senators will make a fight to bring the Senate to their way of thinking.

#### Valuation Provisions Later

The Senate committee will be ready to make a report at an early date, on the administrative provisions of the new tariff program. These include Section 402 providing bases of value in assessing duties on imports. In the main the House bill adhered to foreign values, but provided various alternative methods of American or United States value. Unless there is a radical change of program the Senate Committee is likely to adopt Section 402 as it stands, together with a provision contained in Sec. 642 authorizing the President to cause a survey to be made, "by such agency or agencies as he may designate or appoint, of bases for the valuation of imported merchandise with a view to determining the extent to which values in the United States may be properly used as a basis for the assessment of customs duties."



# French Valuation on French Perfumes

## *Imports of French Perfumes Admitted Without Appraisal Pending Franco-American Agreement*

WASHINGTON, Aug. 15.—Informal instructions issued to the New York appraiser on or about July 10, but which did not become known publicly until July 18, directed that official to cease applying United States value to *French perfumes* in assessing duties, and to admit such products without applying any form of value, pending negotiations in progress with France looking to the restoration of American Treasury agents in that country to collect data to guide our appraisers in using either foreign or foreign export value, or methods of United States valuation that may be invoked under existing laws.

In this connection it may be stated upon the authority of high officials that the troubles between the United States and France over objections made by the latter government to the assignment of Treasury agents to France to gather information as to the value of French merchandise sent to this country are in a fair way of adjustment. As a result of action taken by France that led to the withdrawal of American Treasury agents from that country many articles of French merchandise, notably perfumes, have, for several months, been valued for duty purposes under American methods, with the result that French trade with this country has been badly cramped.

The French Ambassador protested against the valuation of French perfumes, laces, millinery, works of art, and other articles of merchandise in accordance with "United States sales prices," and this was followed by representations made by American importers of French perfumes to Undersecretary Mills of the Treasury Department. Following the visit of the importers to the Treasury Mr. Mills made it known that the application of United States value to French perfumes had been suspended, and that such articles would be admitted without definite appraisal until either an agreement with France as to the admission of Treasury agents had been concluded, or the negotiations had been called off owing to the inability of the contracting parties to get together.

Treasury officials appear to be confident that the pending negotiations with France will be successful. If so, French merchandise, including perfumes, will hereafter be given a foreign valuation, and one cause of irritation in our relations with France will thus be removed. In his protest, communicated to the Senate Committee on Finance, which is now working on the tariff revision bill, the French Ambassador declared that the valuation of merchandise from his country by the rule of United States sale prices constituted a serious "menace" to commercial intercourse between the two countries.

Exchanges bearing on the controverted issue involving the assignment of our Treasury agents to France have been going on between Washington and Paris for several months. French embassy officials here are satisfied that the matter is about to be brought to a head on terms satisfactory to the two governments. Details of the proposed plan are withheld from the public for the present, but indications are that official announcement will be made before the end of August that Treasury agents are to

return to France under conditions that will enable them to get figures on costs of production that will aid American appraisers in assessing duties on the basis of foreign invoice value or foreign export value as provided by Sec. 402 of the present tariff law.

It has just become known here that owing to a misunderstanding the New York appraisers, upon receipt of instructions notifying him to admit French perfumes without appraisal, for the time being, proceeded to hold up such merchandise on the theory that he was directed so to act by the Treasury Department. When this became known here the Treasury Department at once notified the appraiser that it was its desire that French perfumes should be admitted without delay, and that the question of duty could be determined at a later date in the light of the situation that would ensue at the conclusion of the Franco-American negotiations with respect to treasury agents. The appraiser accordingly reversed the procedure.

An administration official stated that if treasury agents are sent back to France, as now seems assured, to make reports for the use of American officials in appraising imported French goods, great care would be exercised in the selection of the personnel. It is believed here that men who handled these details in the past were responsible for friction with French manufacturers that finally was communicated to the government at Paris. The suggestion was made that when Treasury agents be again assigned to France they be attached to the American embassy at Paris or to consulates. So far as can be learned the Treasury's instructions waiving valuation of merchandise for the present applied to *French perfumes* only.

### Foreign Trade Mark Registrations

WASHINGTON, Aug. 15.—Applications to register the following trade-marks in foreign countries reported to the Department of Commerce include the following:

#### NETHERLANDS

*Pompeia*.—To cover perfumery and soap products, rouges and etheric oils. Applicant, Parfumerie L. T. Piver, Societe Anonyme.

*Sunrise*.—To cover lemonade gazeuse, lemonade essence and other fruit essences. Applicant, Johannes Hendricks, Hilligersberg.

#### CUBA

*La Llave, Marfil*.—To cover soap and candles. Applicant, Sabates, S. en C.

*Dixinia*.—To cover face cream and hair dyes. Applicant, Jose Escandell y More.

*Madame Devore*.—To cover toilet creams and crayons; perfumery. Applicant, Regino Gonzalez.

*Prosanio*.—To cover toilet articles. Applicant, George Ambrose Wallace.



# Census Classification Of Toilet Preparations

## *Increase in U. S. Production of Toilet Preparations Warrants Separate Classification*

WASHINGTON, August 15.—In the Census Bureau work of collecting manufacturing statistics in 1930 the output of plants producing perfumery, cosmetics and other toilet preparations will continue to be classified with the drug trade, but it is altogether probable that they will be made the subject, for the first time, of a separate and independent schedule. Census officials concede that the increase in value of this country's production of toilet articles from \$147,392,000 in 1925 to \$178,473,000 in 1927 would seem to argue that that industry is entitled to a classification of its own in official reports on manufactures.

However, the bureau is indisposed at this time to divorce toilet preparation manufactures from the "drug industries" schedule primarily for the reason that if the departure were made in this case demands for a "break-down" of schedules would come from a number of other trades, similarly placed, and thus force the issuance of a larger number of separate statistical reports on the census of 1930 than the bureau is willing to print and distribute that year.

In the census of manufactures made for 1925 the bureau itemized, for the first time, articles appearing in the "drug industries" schedule under the head of "perfumery, cosmetics and toilet preparations." In that year the census schedule carried eight items of toilet articles, and in 1927 the schedule was broadened to include thirteen products of the kind as follows: Perfumes, toilet waters, creams, rouges, dentifrices, depilatories, shampoos, hair dyes, hair tonics, face powders, talcum powders, other toilet powders, and "other toilet preparations." The itemization for the class of goods mentioned may be extended in the census schedule that is now in course of preparation.

The history of the "drug industries" schedule of the Census Bureau, as thus outlined, shows an unmistakable trend toward an independent classification for an industry that has been tied-in with the drug trade in official reports throughout the years that the Federal government has been assembling and publishing manufacturing statistics. Census officials admit that there are now many outlets for the distribution of toilet preparations aside from wholesale and retail drug establishments, and that accordingly in a few years it is entirely probable that toilet article manufacture will be given its own classification in the bureau's reports.

The forthcoming census of manufactures is to be amplified in one important particular. By direct authority of congress it will embrace a study of the problem of waste in distribution through the collection of vitally essential statistics on the subject. The idea of a census of distribution was strongly advocated by Herbert Hoover while he was at the head of the Department of Commerce. The experience obtained in the previous partial census of distribution taken in eleven cities in 1927, the trial census of industrial purchases in Cleveland in 1928, and the food distribution census now being conducted in Louisville, Ky., will be utilized in formulating plans for the nation-wide distribution census. It may be expected to furnish data on wholesale and retail

volume of business by localities and by trades, as well as information on the number of outlets for specific lines of merchandise, by kind and volume of business, which should provide a significant indication of the market for particular products. As lack of sales records in many cases may be expected to limit the detail in which the distribution of individual products can be covered, the information obtained on the volume of business by classes of commodities may be supplemented with detailed data from selected dealers on individual commodities and lines.

Census officials assert that government statistics on manufacture have formed the basis of many economies in the field of production and that results equally as useful are likely to flow from the proposed study of methods of commodity distribution. The purpose will be to provide a statistical picture or count of the number of distributors classified as to groups, as to size, as to number of employees, and as to volume of business. The inquiry on distribution will touch all industries manufacturing druggists' preparations, patent medicines and compounds, perfumery, cosmetics and toilet preparations, essential oils and drug grinding. It also will include such agencies of distribution as "chain stores" and mail-order houses. In order to obtain the best possible results in the forthcoming enumeration of manufactures, including commodity distribution, the Secretary of Commerce has named two advisory committees composed of business men who will co-operate with the official force in charge of the work. The advisory committee on distribution met at the Department of Commerce here on July 17-18. It adopted a resolution providing—

1. That every effort be made to secure prior publication or distribution of schedules and to enlist the active assistance of business groups, trade groups, newspapers and trade presses and other agencies to obtain a list of establishments which will volunteer to co-operate in gathering the greatest amount of specific information,
2. That the short form will contain, or the enumerator will have with him at the time the short form is used, a definite list of kinds of stores and a definite list of commodities,
3. That the question be keyed to the practice and intelligence of the higher type of management rather than to the practice and intelligence of the mass. In the expectation that it is desirable to get complete information from those capable of giving information other than to get mere generalities. That the question of whether it is desirable to publish complete figures obtained be reserved until the extent and character of the information obtained can be analyzed to discover whether publication of a frank sample is informative or misleading,
4. That there be put a question upon the short form that will instruct the census field men as to the places where information as to the commodities sold is available, regardless of the size of the concern,
5. That the census will attempt to get a commodity break-up as far as possible from other than retailers.

# Trade Commission Attacks "Lemon" Label

*Complaint Raises Question of Source of Flavor Which  
May Involve All Lemon Extracts  
Now Legally Labeled*

**I**N a complaint against the Blanke-Baer Extract & Preserving Co., St. Louis, Mo., the Federal Trade Commission has brought an action of *far-reaching importance* to the *flavoring extract industry*. The complaint, a hearing on which will be held late in September, raises the point of the source of lemon flavor and the question as to whether an extract made in the manner and under the definition prescribed in the regulations for the enforcement of the Pure Food & Drugs Act may be labeled "Lemon" without competing unfairly with manufacturers of lemon juice, sold for the manufacture of beverages.

The complaint sets out that the company in the course of its business, brands and sells one of its products as "Lemon Extract," and "Lemon Extract, Terpeneless" and causes this product to be advertised by such representations as "Real Lemon Flavor," "imparts the full, fresh lemon taste—a genuine lemon manufactured without regard to cost that we may give bottlers the quality and purity needed for a drink with the true lemon flavor," "The Wise Bottler Knows—That lemonade to most people is the ideal drink," "The Better your lemon carbonated beverage the More sales you will make and The More Profit." In addition the commission asserts that the advertisements contain a pictorial representation of the likeness of a lemon cut in two from which drops are pictured as falling into the neck of a bottle bearing a label on which is "The new way formula, one-half ounce B. B. B. Lemon Extract \* \* \* added to one gallon bottlers' syrup, with two ounces Citric Acid Solution, 50 per cent—sixty pounds carbonated—gives the desired result," and that the product so described and represented is not made from and does not contain, in whole or in part, any of the fruit or the juice of the lemon.

The company intended the picture to represent drops of lemon oil coming from the peel. Lemon extract and terpeneless lemon extract, as is well known, are made from lemon oil, which in turn is made from lemon peel, a part of the fruit. The Commission does not question that the extract was made in accordance with the Pure Food and Drugs Act and its regulations.

## Answer of the Company

The company in a formal reply to this complaint goes at length into the matter of the source of lemon flavor, pointing out that the flavor is contained wholly in the oil which is expressed from the peel of the lemon which is known as lemon oil, or, when the terpenes are removed as terpeneless oil of lemon. It also points out that lemon extract as defined in the regulation for the enforcement of the Pure Food & Drugs Act is made by shaking this lemon oil with alcohol, the regulations prescribing certain standards with which the company has complied. The juice of the lemon contains very little of the flavor but consists principally of citric acid. The reply also asserts that the company has never marketed a product which could compete with lemon juice and hence could not have competed unfairly with any manufacturers of lemon juice.

It also recites that it has long since abandoned the use of the particular advertisements complained of though there was nothing therein that is considered unfair to any of its competitors the last of them having appeared in 1927 and that it has no intentions of using them or similar advertisements in the future.

## Two Stipulations Offered

The Trade Commission has presented a stipulation as a basis of settlement which after reciting the facts stipulates that the company cease the use of the advertising matter complained of and also cease using the word "lemon" and/or "terpeneless lemon" on its products unless accompanied by other words showing that the product was not manufactured from the juice or fruit of the lemon.

The company was willing to agree to the first part of this stipulation but manifestly could not accept the second part in its entirety since to do so would prevent it from selling its lemon extract, manufactured under the provisions of the Pure Food & Drugs Act.

Accordingly, it presented a counter stipulation in almost the identical language used in that of the commission but containing the clause " \* \* \* except that said Blanke-Baer Extract & Preserving Company should be permitted to continue to use in its advertisements and advertising matter and on its brands and labels, circulated in interstate commerce, the word 'Lemon Extract' and/or 'Terpeneless Lemon Extract' for the product manufactured by it in accordance with and conforming to the definitions of 'Lemon Extract' and 'Terpeneless Lemon Extract' approved by the Department of Agriculture."

This stipulation the commission refused to accept and thus the case will go to trial in September. *The question at issue would seem to be whether a lemon extract or a terpeneless lemon extract made in accordance with the definitions and specifications of the Pure Food and Drugs Act can be sold under its proper name as set forth in the regulations.* How it can be otherwise sold and labeled without clashing with the provisions of the Pure Food & Drugs Act is rather difficult to see. The other sections of the complaint may be largely disregarded for the respondent and other manufacturers of flavoring extracts are willing to abide by any reasonable labeling rules laid down to prevent unfair competition unless such rules conflict with their rights or duties under the law.

## Commission Work on Advertising

A higher standard of advertising, binding alike on the dealer offering goods for sale through the printed word, and on the publisher, is the objective sought by the Federal Trade Commission in the inquiry into this subject that it is now conducting.

Present regulations, which apply to certain toilet preparations, notably dentifrices, for which curative qualities may be claimed, require that in labeling his wares a manufacturer shall avoid any suggestion, that may tend to convey a misleading impression or to employ any unwarranted repre-

sentations that are indefinite or of a general sweeping character. The manufacturer of a product that falls within the jurisdiction of the administration is enjoined to carefully consider whether the statements he proposes to put on his labels are strictly in harmony with the facts. He must avoid making misrepresentations as to the therapeutic effect of his product and if he does make such misrepresentations he may be held accountable under the law. Personal belief testimonials in general, and dispensaries are not adequate authorities for therapeutic claims, the regulations hold. Substantial, present-day, reliable medical opinion is the standard which should guide manufacturers in their choice of labeling, the regulations emphasize.

So far as can be learned the Federal Trade Commission has no intention of attempting to enforce against newspapers and periodicals in the matter of advertising a code as rigid as that applied by the Food, Drug and Insecticide Administration to the labeling of foods and drugs. Nevertheless, in setting up standards to curb "unfair competition" as it may be developed in "improper advertising" it is making a study of the rules as to labeling laid down in the regulations of the Administration. The Trade Commission has disclaimed any purpose on its part to resort to an arbitrary "censorship" of public advertising. However, it has announced that hereafter dealers, publishers and advertising agents will be held accountable for any form of "misleading advertising" to which they lend their names or the agencies which they control.

In a recent speech W. E. Humphrey, a member of the Trade Commission, cited "beauty creams and various rejuvenating cosmetics" as among the "frauds and swindles" that had been brought to the commission's attention, and he instanced anti-fat remedies, appliances, soaps, powders and medicines as other "fakes" that were widely advertised. He added, "Hair restorers must be classified as one of the worst, most intriguing and aged frauds. Few men with bald pates seem to be able to withstand the allurements of this ancient and shameless fake." Mr. Humphrey declared that the publishers had agreed in October, 1928, to clear their columns of "criminal filth." He continued: "Some few are not keeping their promises. We are going to force decency upon these few. We are going to clean their house for them. I take this opportunity to give fair notice to all publishers and all advertising agents that hereafter they must be prepared to defend all advertisements that they handle, of the class I have described, before the Federal Trade Commission and the bar of public opinion."

As a result of the work of the board appointed by the Trade Commission on May 8 last to carry on a survey of "false and misleading advertising" a good deal of data in point has been compiled. In due season, commission officials say, the returns will be made public. Meanwhile orders continue to be issued directing manufacturers to discontinue advertising that has been disapproved by the commission.

#### Selick Hearings Held

Hearings were held on Aug. 1 and 2 and on Aug. 17 at Room 407, Postoffice Building, Broadway and Park Row, New York City, in the matter of the complaint brought by the Federal Trade Commission against C. H. Selick, Inc., New York, alleging that that concern, by labeling perfumes of domestic manufacture with the words "Paris" and "France", had resorted to unfair methods of competition in violation of the Federal Trade Commission act.

At the Aug. 1 and 2 sessions the commission presented its side of the case, and Selick made a defense at the meeting held on Aug. 17 and subsequent days. Edward W. Averill, trial examiner, and Edward L. Smith, trial attorney, both officials of the commission, were in attendance at all of the New York hearings in the Selick case.

At the earlier hearings the commission put on four witnesses, all representatives of the perfume trade, in an effort to demonstrate that while Selick, Inc., may use imported essential oils in the manufacture of perfumes that the firm was proceeding in violation of law in labeling products in such a manner as to indicate that they were of French origin.

The company put in its side of the case, adducing testimony to the effect that prior to the commission's action, it had already ceased using the labels complained of; that these labels were legitimate designations at the time when they were used since at that time a Paris office was maintained. It further gave evidence that not all of its perfumes were manufactured in the United States although part of its manufacturing operations were carried on here.

Decision in the case was reserved and briefs will be submitted.

#### Simplification Work on Bottles

Active work will be begun early in the Fall under the auspices of the Division of Simplified Practice of the Department of Commerce on a study of the need for simplification of glass containers used in the drug and pharmaceutical industries. This survey was initiated in July, 1928, and at the time the officials took pains to make it clear that no attempt would be made to include in it bottles, vials and other containers used for perfumes and other toilet articles.

W. S. Richards, sales manager of the Pharmaceutical and Proprietary Division of the Owens-Illinois Glass Company, has been named chairman of a subcommittee that will work with Department of Commerce officials on a form of questionnaire to be sent to all manufacturers concerned in the simplification of containers used by the drug and pharmaceutical trades. Upon the completion of this questionnaire the study will be formally set in motion.

The Division of Simplified Practice has just completed a report that recommends new standards of bottles to the manufacturers of carbonated beverages, and the report will have consideration at the meeting of the national organization of that trade to be held in Atlantic City in November. In the meantime details of the report will be withheld from publication. It is the hope of the department that the proposed standard of bottles will be adopted by the makers of carbonated beverages, and thus stimulate like action in other departments of business.

Every branch of the drug and pharmaceutical industries, as well as bottle manufacturers will have a say in the final conclusions to be reached in connection with the study to be made of types and varieties of bottles, vials and other glass containers used for medicines and proprietary preparations. In preaching the gospel of simplified practice the Department of Commerce acts purely in an advisory capacity, and does not seek to enforce its views upon an industry. It is in this spirit that it approaches the work of standardizing glass containers used by the drug trade. Ultimately, according to officials, a similar study will be undertaken in connection with the perfume industry, but the department does not plan to go ahead with such an inquiry for a long time to come.

# Comments on Modern Shaving Soaps

## *Effect of the Addition of Various Products on the Properties Desirable in Shaving Soaps*

By Dr. Fred Winter

IN this article we shall deal only with that soap which is prepared by the cold made process. The fact that saponification at a low temperature produces such excellent shaving soaps and, at the same time, is exceedingly simple, has resulted in the adoption of this method by most of the perfumed soap manufacturers, as being far less troublesome and more economical than that of full boiled soap. In fact, when hand labor is, as now, expensive and the price of fuel exorbitant, the cold made method admits of so considerable a saving that its almost general adoption should not be surprising. It is, moreover, the simpler method, requiring no special installation, as is generally the case for the boiling of soap, which permits the manufacturing perfumer on the small scale to become also interested in this kind of soap to his own great profit.



### The Main and Essential Properties of Shaving Soaps

1. *Neutrality*—Absolute neutrality must be placed among the first of the qualities of a good shaving soap, for this protects from all irritation by free alkali or rancid grease those very sensitive portions of the skin which are shaved, and which become more so after the momentary irritation produced by the scraping of the razor. The slightest excess of alkali must, therefore, be neutralized by an addition of stearic acid, and at the same time care must be taken when neutral fatty substances (coconut oil, etc.) are used, that the saponification is complete so that no trace of neutral, fat, unsaponified matter can cause the soap to become rancid.

2. *Lathering*—The lather produced by the friction of the shaving brush must be plentiful, oily, thick and, above all, firm. Lather with small soap bubbles and a fatty base soap made of tallows, beef fat, lard, stearine, etc., possesses the necessary thickness and firmness, becoming sufficiently abundant with the rubbing of the brush. The lather of a potassium soap is more abundant and oilier, and possesses a softening action more pronounced than that of a sodium soap, an important fact of which we shall again speak.

The abundance of a lather may be increased by the addition to the fatty mixture, of coconut oil; that is to say, of coconut oil soap (see our further explanation of this subject), but this addition must be made in limited quantities, because the lather produced by coconut oil soap, although extremely plentiful, lacks firmness, being composed of large globules which burst quickly, with the result that this lather lasts but a short time, drying promptly.

The inherent oiliness of the lather of tallow soaps (above all of potassium soap), can be increased, and is, as a general rule, by the addition of glycerine or of stable fatty substances, such as petrolatum, ointments of the cold cream variety or of lanolin, etc. All of these additions tend to increase the oiliness of the lather, thereby intensifying its softening action on the beard. It goes without saying that

these additions must be within certain limits because, made in too great quantities, they interfere with the intensity of the lather, causing the disadvantage of excessive softness of the soapy paste, which renders extremely difficult, if not impossible, the subsequent operation of milling.

3. *Softening Action*—The softening of the hair is brought about, to a certain extent, by the natural oiliness of the lather of potassium soaps of the tallow variety. On the other hand, this softening action, which is so important, is increased in proportion to the additions made for the purpose of augmenting the inherent oiliness of the soapy lather (glycerin, cold cream, petrolatum, etc.). We have already seen that the lather of potassium soaps is particularly plentiful and oily and, therefore, much superior to that of sodium soap.

It is in consideration of this well-known fact that, in the manufacture of shaving soaps, recourse is had to the potassium saponification of fatty substances. On the other hand, the natural softness and hygroscopicity of potassium soaps prevent their exclusive use for shaving purposes, since they are destined to be milled and plodded and sold, either in cakes or in sticks, and that is why, practically speaking, mixed potassium and sodium saponification is preferred.

When neutral fatty substances (tallow, etc.) are used, mixed lyes, containing about 2/3 of potassium and 1/3 of soda lye, are employed. When stearic acid is used, the proportion may be increased in favor of the potassium lye to about 8/10, even 9/10, of the entire quantity of lye employed. In this way, provided the drying has been proper, easily milled stearine soaps may be obtained. It is true that potassium soap does not dry readily because of its high hygroscopicity; great care must, therefore, be taken that the chips are not too thick.

We shall concern ourselves in this article with neither full boiled shaving soap nor with that prepared by the cold process from neutral, fatty substances like tallow, etc. It is our intention to deal only with the most modern kind of shaving soap, that prepared exclusively with a stearic acid base and which is particularly fine and white.

We have already shown that stearic acid, thanks to the high degree of stability of the potassium salt of this fatty acid, helps to produce a very firm soap, its potassium content being much higher than that of a soap with any other fatty substance as a base, which important fact explains the almost exclusive use of stearine in the manufacture of the modern shaving soap. Likewise, we have shown that the natural oiliness of the lather of potassium soap strongly influences its softening action on the beard, and that the lather of these soaps is particularly plentiful and thick. It therefore follows that a shaving soap with a potassium soap content as high as in the case of stearic acid soap must possess particularly desirable qualities for the purpose under consideration.



### Increase in the Amount of Lather by an Addition of Coconut Oil

Such an addition can have its advantages and is made readily enough, but certain precautions, to be mentioned below, must be taken. Never must the coconut oil be saponified simultaneously with the stearic acid and this for the following reasons: The saponification of the stearic acid, by virtue of its free fatty acid, always takes place spontaneously and suddenly, whereas that of coconut oil, by virtue of its neutral fatty nature (we take it for granted that only fresh coconut oil is used) is effected only by degrees and with the exercise of special care. Thus, if these two fatty substances should, in the form of a mixture, be exposed to the action of a caustic lye, the latter would at once unite with the free fatty acid (stearic acid) and would form conglomerates of stearic acid soap containing portions of the caustic lye necessary, and added in excess, for the saponification of the coconut oil. The result would be a mixture of stearic acid soap and of coconut oil soap, containing unsaponified particles of coconut oil, a poorly prepared soap which would promptly become rancid. (Such a soap would, besides, almost always contain some free caustic alkali included in the stearic soap in the form of lumps.) Thus, when a combination of coconut oil with stearic acid soap is desired, the stearic acid and the coconut oil must be saponified separately and the two pastes united only after complete saponification.

However, the best manipulation is, in this case, the following: First of all, prepare a stearic acid soap free from all other fatty bodies. Prepare separately a sodium coconut oil soap with every customary precaution by cold process. After complete saponification of the coconut oil soap transfer it from its container, smooth and allow it to dry. After thorough drying, pulverize the coconut oil soap. This powder, in appropriate proportions (not too high) is added to the stearic soap, dried and smoothed in its turn, at the time of milling, and the entire mixture is milled to obtain a perfectly homogeneous mass of soap. This method gives excellent results and constitutes the best way of avoiding the above-mentioned difficulties.

### Addition of Glycerin, Petrolatum, Cold Cream, Etc.

The addition of glycerin and of liquid petrolatum is always customary before saponification, by mixture with the liquid stearic acid. The additions of cold cream, of viscous petrolatum, or of petrolatum creams, of lanolin, etc., may be made in a similar fashion, or may be postponed until the time of milling. As for the proportions of these additions, one may reckon on an average of from 5% to 6% of glycerin alone, or in combination with about 10% of petrolatum, or of cold cream, etc.; from 10% to 12% of cold cream or of petrolatum cream, and 5% of lanolin.

Particularly fine results and a prompt softening action are obtained for the shaving cream by incorporating in the warm paste, or at the time of milling, from about 10% to 12% of a mixture of 4 parts of mineral oil, 4 parts of white ceresine and 2 parts of stearic acid. The entire mixture is dissolved and allowed to cool. The rather hard white mass is incorporated either, as it is, at the time of milling or, when dissolved, in the warm paste.

This addition acts, also, somewhat in the nature of a neutralizing agent (in cases of an excess of alkali) and produces a lather of a pronounced oiliness. The adoption of this mixture makes possible, moreover, the use of coconut oil soap in greater proportions, because it prevents the rapid drying

so characteristic of the lather of coconut oil soap and makes it thicker, endowing the lather with a smaller globule structure, somewhat like that of the small globuled tallow, thereby increasing the stability of the lather of coconut oil soap. This fact is not well known, but is certainly worthy of attention.

There is another fact in this connection, which is equally interesting to know. Stearic acid soap may be given an exceptionally fine appearance and a most effective oily feeling, while the paste at the same time becomes extremely smooth, by adding, immediately after saponification, a little ammonia water (density 0.925) and by shaking vigorously. The ammonia provides the soap with an incomparable softness and the so much desired dull finish by preventing a certain transparency characteristic of stearic acid soap.

### Perfumes for Shaving Soaps

Today, the most popular perfume has a lavender note. I recommend, however, the simultaneous use of a good oil of French spike-lavender with oil of lavender for the less expensive products. The lavender quality may be achieved on a rose base with additions, in slight quantities, of coumarin, bergamot and lemon. Moreover, the oil of pale yellow sandalwood will be found extremely helpful in rounding off and varying lavender perfume. While retaining the lavender note as the predominant one, the shade of the perfume may be varied by the addition of the essence of French verbena, of lemongrass and of clary-sage.

Then, the perfume "Eau de Cologne" seems to me to be worthy of recommendation, if desired, with a strong lavender note, and the "Bitter Almond" perfume, containing, as essential base, benzaldehyde, the odor of which is sweetened by the presence of lemon, sandalwood, lavender, rose, etc. Sometimes a slight addition of coumarin and of anisic aldehyde to the almond note produces a pleasing effect, bordering on the heliotrope. Also, improvised combinations, of the clover class, are favored, and, in fact, amyl salicylate has been used successfully to vary and strengthen odors. In all cases the perfume of a shaving cream must be very refined; violent effects which offend the sense of smell must be avoided. One should beware of artificial musk which has a disagreeable odor and which destroys, by its strength, many of the precious gentle odor notes. A very pleasing perfume for shaving creams may be obtained by adding very small quantities of oil of angelica and slight amounts of coumarin to the oil of lavender. Naturally, all odoriferous matter capable of marring the whiteness of the soap must be avoided. As such, we mention vanillin, heliotropine, methyl anthranilate, essences containing indol, eugenol, etc.

### Peppermint and Spearmint Culture in New Publication

Spearmint and peppermint culture in the United States could be considerably expanded beyond the 35,000 acres now growing the crops if greater commercial demands for the oils could develop, according to the United States Department of Agriculture. Both spearmint and peppermint yield an essential oil which is the principal marketable product, although there is a limited use for the dried herb of peppermint. The culture of these two mint crops is described in Farmers' Bulletin 1555-F, *Peppermint and Spearmint as Farm Crops*, just issued by the United States Department of Agriculture. The market demand for mint oils is steadily increasing, says the bulletin, but a sudden and considerable increase in production would, no doubt, have a most unfavorable effect on the industry.



# What Are You Trying to Sell?

*Merely Merchandise, or an Idea That  
Will Stick in the Public Mind?*

by Leroy Fairman

IN times which have passed, or are rapidly passing, a manufacturer produced a certain type of merchandise, sold it to the jobber or the retailer for as much as he could get for it, and advertised it to the public as merchandise of that type.

In his advertising, he claimed for his product every good quality he could think of, and the more he could think of the better he deemed his advertising to be.

If he made a medicine, he advertised it as a panacea for every ill that afflicts the human race. If he made a flour, he recommended it enthusiastically for every purpose for which flour can be used. If he made a hair tonic, he stated positively that it was just the thing to do anything to any kind of hair that anybody wanted done. And to top off with, whatever the product, it was "the biggest value for the money ever offered."

The greatly changed conditions which confront the manufacturer today are due to many causes. One is found in a type of competition which has not only increased in volume, but which has become highly specialized. Competition has more than kept pace with population and buying power, and there are, in nearly all lines of business, products which are intended and recommended for only one specific purpose. It is obvious that as these specialized products gain public acceptance, the sale of the product of a general nature must suffer; and the more of these specialized products there are the greater the handicap of the article which has been marketed on the good-for-what-ails-you basis.

Another greatly changed condition is the increased enlightenment, discrimination and buying power of our people. Few manufacturers, it seems to me, are fully aware of the extent and importance of this fundamental change in our population.

Many of us can remember when the farmer's purchases were limited to such bare necessities of life as he could not raise on his own land, and when the wages of the laborer and the mechanic ranged from \$1 to \$3 a day. The wage of women workers was even lower. The hired girl received about \$2 a week, and the factory or shop girl a dollar a day. A good stenographer, even as lately as 25 years ago, received only \$10 or \$12 a week—those less expert \$6 or \$8. While it is true that in those days "a dollar was a dollar" it is nevertheless a fact that those engaged in both skilled and unskilled labor had little left after paying for the actual necessities of existence.

Today, all classes of our people have a much larger margin for the purchase of the comforts and luxuries of life, and they are fully informed as to how to spend it wisely. Cheap magazines and newspapers, both editorially and through a vast volume of advertising, carry to the remotest settlements the news of products and methods which make life more easy, comfortable and pleasant, and energetic mer-

chandising makes those products easy to locate and purchase.

The result of these radical changes is inevitable. A generation or so ago, Mrs. Brown of Jonesburg read or heard of a good soap. She bought it and tried it. Having practically no standards of comparison, she thought it a fine soap, and went on using it. As she saw little if any soap advertising which gave any real information about soaps, she saw no reason for changing. So she continued to use that particular brand of soap, and taught her children to use it.

Not so today. The newspapers and magazines belabor Mrs. Brown with soap advertising. There are special soaps for every imaginable purpose, each harping continually on one special string. A soap that is just a good soap, a soap that you can use for everything, stands a mighty slim chance of either securing or holding Mrs. Brown's custom.

What would happen, in these times, to the soap man who merely advertised his wares as "Finest soap in the world for toilet and bath, and the biggest value for the money ever offered." He would be licked before he started. Full pages in color in all the women's magazines there are wouldn't sell his soap. Those days are gone.

Thus we face the fact that it is no longer sufficient to have a good product; it no longer gets us anywhere to be able to say, truthfully, that our merchandise is the finest quality we know how to make, or that it is the best buy for the money on the face of the earth.

What then? Well, by looking around us we see that the most successful manufacturers no longer advertise products. In many of their advertisements the name of the goods is hardly visible; maybe it isn't mentioned at all until the very last paragraph. And the package, if it appears at all, is used merely as a decoration, 'way down in one corner. Instead of advertising commodities, they advertise ideas.

Listerine sells you the idea that you probably have halitosis; with that idea firmly fixed in your mind, what can you do but buy Listerine?

Lifebuoy sells you the idea that perhaps you offend your fellowman—and more especially your fellowwoman—with b. o. Oppressed by that harrowing fear, you buy Lifebuoy automatically.

Pepsodent hammers you persistently about that film on your teeth; if you feel pretty sure the film is there, you ask the druggist for Pepsodent. If the dangers of the "Danger Line" threaten, you ask for Squibb's. If you are one of the "Four out of Five," what is there left for you to do but use Forhan's? And if there's "pink on your toothbrush," who could sell you anything but Ipana?

There is a danger, I think, that men who have reached the time and tide of life when they have the guiding control of a business are likely to overlook or underestimate such developments as these. The mature man, especially if a



busy man, may have formed the habit years ago of using a certain dentifrice. As it seems to clean his teeth satisfactorily, he keeps on using the same dentifrice, buying it mechanically, and uninfluenced by the ballyhoo for the dentifrices advertised in the special ways described above. Such men should remember that they belong to a generation now in the minority, and constantly growing smaller numerically and in importance as a market. The bulk of the dentifrice buying is done by the younger generation, and that these alert and discriminating youths and maidens are swayed and influenced by the specialized appeals of the various dentifrices advertised in the magazines and newspapers they look to for information and guidance, is an apparent and indisputable fact. The same is true of many other products—I use dentifrices only as a familiar example.

A glance through any leading magazine shows to how great an extent has the selling of ideas supplanted the advertising of merchandise as merchandise, and how specialization is taking the place of generalization.

"Rich suds that *last*" tempts the housewife to learn why she should use Chipso. "Healthful Cleanliness" leads to the Old Dutch story as it has in scores of former advertisements. A "2-minutes home beauty treatment," sponsored by Elsie Bock, "noted Berlin beauty specialist," smoothly introduces Palmolive. "Your career as a cake-maker starts right here," is the bait that lures the ambitious home cook to Swans Down flour. "What rubbing your face with a towel does to your complexion," masks a Kleentex advertisement. "How can I make my child eat cereals?" an idea that expresses the thought of thousands of mothers, is the headline of Quaker Puffed Rice. "A surprising Hosiery Discovery of Movie Stars," catches the flapper's eye and tempts her down into the Allen-A advertisement. "Entire Dinners that Take only 20 Minutes to Cook," is the seductive idea that prefaces an advertisement for Pyrex ovenware.

Many of these selling ideas are carried on, through various forms of advertising, over long periods. We are all familiar with the extensive Kodak series, which, instead of advertising cameras, impressed upon us the deep and lasting satisfaction that would be ours if we kept a photographic record of the children through the period of their early years. Month after month Maxwell House Coffee advertisements were headlined with some variation of the idea that there was "just a shade of difference" between its flavor and that of other coffees.

Even testimonial advertising, which has been the subject of so much controversy of late, ingeniously repeats the same message. The score of movie queens and the bevy of Chicago debutantes and the lasses of Vassar, all, strange to say, testify in practically the same words as to the merits of this soap or that face cream, so that the underlying theme of the campaign carries on without interruption, no matter from whom the testimonials may come.

This type of advertising, it will be observed, is something above and beyond the mere repetition of a slogan, such as "They satisfy," or "It's toasted." The constant repetition of a slogan is sometimes valuable—if you have money enough—but it has little of the selling effectiveness of a real selling idea, presented and emphasized in a dozen different ways, and extended over a campaign of many months.

It may be said—and perhaps sometimes truly—that it isn't possible to devise a new and novel selling idea for all classes of merchandise. But surprising things have been done by the manufacturers of many products that seemed quite com-

monplace. A few years ago it might have been said that a dentifrice was only a preparation for cleaning and preserving the beauty and usefulness of the teeth—and that what could be said of any of them could be said by all. But look at the variety of sales appeals that have been worked out for dentifrices! A hardened cynic might say that they are all about alike, and that it is still true that what is said of one could with equal truthfulness be said of the others. But we are talking about actualities and not theories, and what the leading dentifrices have done to develop specialized fields for themselves is apparent to everybody.

Shoes, you might say, can have only style, good materials and careful workmanship, and when you have said that you have said it all. But Mr. Elmer J. Bliss buys up expensive London and Paris shoes, duplicates them in his factory, and shows his product—at \$6.60—side by side with their aristocratic prototypes, in his many Regal store windows and in his big newspaper advertisements. What a whale of a selling idea that is! It goes to show what hard thinking and enterprise will do for an utterly commonplace product.

The radical change in modern merchandising and advertising methods which I have briefly summarized does not originate in the inventiveness of manufacturers or advertising men who are merely seeking for the new and the novel; on the contrary, it has been forced upon us by national economic and sociological progress. Such being the case, it is a change which must be made by all businesses which depend for their existence and prosperity upon the masses of the American people. The cosmetics business is no exception.

Granted that, in the past, big businesses in this industry have been built up by advertising composed of pretty pictures and stereotyped "claims" of all sorts of merits and virtues for the advertised products. Granted that, even today, there are businesses which have been built up by swanky photographs or drawings, with next to no descriptive text—just space, beautifully filled.

That is not the point. The point is that, in the immediate future, the manufacturer who would succeed largely through consumer advertising must give the public something more than art and high-sounding generalities. What is proving true in other lines must be true in the toiletry line. The public no longer responds to generalities, no matter how glittering. Reasons are demanded. Ideas only will attract attention and win sales. Goods will be sold because they are offered convincingly for some one special purpose—not because they claim everything in sight.

It is a fact that one could clip the advertisements of a dozen manufacturers of perfumes or cosmetics, and change the names around without working any injury to their respective sales messages. That is because, in different language, they all claim precisely the same things! There isn't a new idea in a carload!

#### Neroli Analysis

WALTER TREFF. *Parfumerie Moderne* 21, 169, 171 (1928); cf. C. A. 22, 3262.—A detailed description of the results of analysis of 7 samples of commercial neroli including  $d_{40}$ ,  $\alpha_D$ , acid number, Ac number, and separation and examination of the primary alcohols by means of the phthalic ester. Three of the samples consisted of practically pure neroli; 3 others contained citronellol; and the 7th probably contained an unidentified terpene alcohol,  $C_{10}H_{18}O$ .—*Chemical Abstracts*.

# Chemical Constitution and the Musk Odor

## The Connection Between Chemical Constitution and Odor in the Case of the Higher Cyclanones

By Colonel Marston Taylor Bogert

HAVING succeeded in the synthesis of so many of the higher cyclanones, both unsubstituted and methylated, Ruzicka noted the following interesting facts when he compared the odors of these various products.

In the case of the unsubstituted cyclic ketones containing from 5 to 12 carbons in the cycle, there was a gradual and progressive transition from the bitter almond and mint odor of cyclopentanone and cyclohexanone to a camphoraceous one which began to predominate from cyclononanone and continued up to and including cyclododecanone, all of these  $C_6$  to  $C_{12}$  ketones possessing odors of camphor type. The odor of cyclotridecanone was not very characteristic, recalling somewhat that of cedar wood, an odor which is frequently encountered among alicyclic compounds of equally high molecular weight, as for example certain sesquiterpene alcohols and tetrahydroionone. After some time, however, a musk odor manifested itself quite distinctly. This musk odor was much stronger in the case of cyclotetradecanone, although still accompanied by an accessory odor, while for cyclopentadecanone the musk fragrance was entirely pure and agreeable. Cycloheptadecanone, which is identical with dihydrocivetone, possessed the civetone odor, while the intervening homolog, cyclohexadecanone, exhaled an aroma which may be regarded as between that of muskone and civetone. Above  $C_{12}$  the odor of the ketones rapidly faded, so that although cyclo-octadecanone still had a feeble civet odor, it could not be detected positively in the case of cyclononadecanone.

As Ruzicka doubtless expected, the mono-methyl substitution products of these simple cyclanones had much the same odor as the unsubstituted ketones. In the main, the same applies to the odors of homologs in general. It is also usually true that the replacement of an H by a  $CH_3$  group modifies the other physiological effects of a compound but slightly, just as in the case of a dye it alters the shade but little.

Of these various synthetic ketones, the one which distinguished itself particularly by properties especially favorable for use in perfumery, was the cyclopentadecanone, whose odor is similar to that of muskone and which blends well with other perfume constituents.

### The Musk-scented Constituents of Hibiscus and Angelica Oils

The musk type of odor is found not only in the animal world but likewise in the vegetable kingdom. The seeds of the *Hibiscus abelmoschus*, known as ambrette seeds or musk seeds, the root of the *Archangelica officinalis* and of the *Ferula sumbul* (or "musk root"), and the wood of the *Guarea grandiflora*, or "Musk wood," as well as other

plants, yield essential oils in which are found constituents of musk-like aroma.

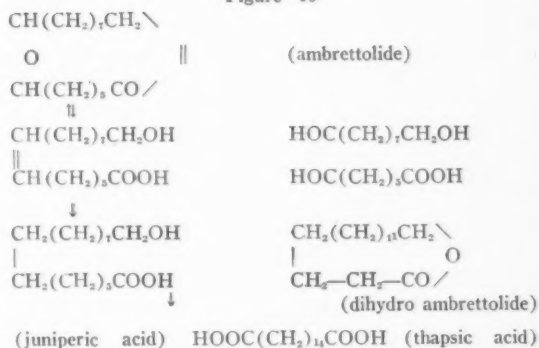
Of these essential oils, one of the most interesting as well as one of the most highly prized, selling at present in New York at \$48 an ounce, is the oil of ambrette seed.

In 1913, Kerschbaum (*Ber.* 46, 1732 [1913]), working in the laboratories of Haarmann and Reimer, Holzminden, Germany, used this oil as a source of farnesol, of which it contains about 0.12%, but which is not the constituent to which it owes its musk aroma.

Fourteen years later (*Ber.* 60, 902 [1927]), he solved the problem of its musk-scented constituent, by the isolation of the lactone ambrettolide (Fig. 10), a cycle consisting of



Figure 10



16 carbons and one oxygen, a lactone cycle of a size hitherto unknown, and of characteristic musk-like odor.

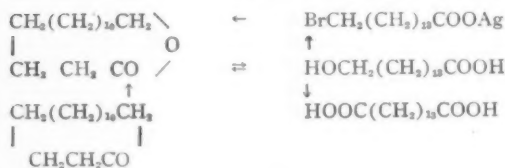
Among the saponification products of the oil of ambrette seeds, Kerschbaum succeeded in separating a hydroxy acid,  $C_{16}H_{30}O_3$ , which he named ambrettolic acid, and which when ozonized yielded pimelic aldehyde acid and the aldehyde of 9-hydroxy pelargonic (nonylic) acid. He therefore concluded that the acid must be the 7-hexadecene-16-olic 1-acid,  $\text{HOCH}_2(\text{CH}_2)_7\text{CH}:\text{CH}(\text{CH}_2)_9\text{COOH}$ . Distillation of this acid, or of its salts, gave the lactone, ambrettolide, which was also isolated, in fairly pure condition, directly from the oil of ambrette seed.

Catalytic reduction of ambrettolic acid, gave the dihydroambrettolic acid,  $C_{16}H_{32}O_3$ , which proved to be identical with the juniperic acid isolated by Bougault and Bourdier (*J. Pharm. Chim.* [6], 29, 561 (1909)) in small amounts from the wax of *Juniperus sabina*. The lactone, dihydro ambrettolide, obtained from this acid, possessed much the same musk odor as ambrettolide itself, a fact of peculiar interest in view of Ruzicka's observation that the odors of civetone and dihydro civetone were practically

identical, both ambrettolide and civetone being 17-membered cycles.

By oxidation with  $\text{CrO}_3$  and  $\text{H}_2\text{SO}_4$ , dihydro ambrettolide acid gave thapsic, or tetradecane-1, 14-dicarboxylic acid (m. p.  $124^\circ$ ) identical with that prepared synthetically by Chuit (*Helvetica Chim. Acta*, 9, 274 (1926)).

Figure 11



#### Angelica

Ciamician and Silber (*Ber.*, 29, 1811 (1896)) succeeded in separating from the saponification products of angelica oil an hydroxy pentadecylic acid,  $\text{C}_{15}\text{H}_{30}\text{O}_3$ , whose constitution was established later by Kerschbaum (*Ber.*, 60, 902 (1927)) as pentadecane-15-olic 1-acid (Fig. 11), since when oxidized by chromic acid it yielded tridecane-1, 13-dicarboxylic acid identical with that previously synthesized by Chuit (*Helvetica Chim. Acta*, 9, 273 (1926)). By heating the silver salt of 15-bromopentadecylic acid in boiling xylene, it yielded a lactone of musk odor, which Kerschbaum believes to be the source of this aroma in the angelica oil. This lactone is the next lower homolog of dihydro ambrettolide, and the resemblance of the two in odor recalls that of cyclopentadecanone and its next lower homolog.

Recently, Ruzicka (*Bull. soc. chim. France* [4], 43, 1163 (1928)), and Ruzicka and Stoll (*Helvetica Chim. Acta*, 11, 1159, (1928)), have prepared this same lactone in purity (m. p.  $31^\circ$ ), by the oxidation of cyclopentadecanone with persulfuric acid, and report that its odor recalls both that of musk and of ambrette seed, although being fuller and more clinging.

By the same method, Ruzicka and Stoll succeeded in oxidizing the  $\text{C}_{23}$ ,  $\text{C}_{14}$ ,  $\text{C}_{16}$  and  $\text{C}_{17}$  ketones to the corresponding lactones, and in showing that these large cycle lactones, like the analogous cyclanones, were surprisingly stable.

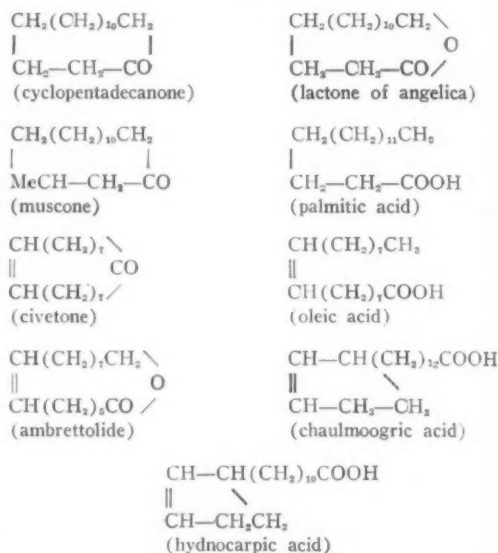
As to the odors of these higher lactones, they found that the aroma of the lactones with 14, 15, 17 or 18 members in the ring seems to be similar to that of the cyclanone containing the same number of ring members. The practical identity of the odor of cyclopentadecanone with that of the 15-membered lactone is surprising. But whereas in the ketone series the maximum odor value is found in the  $\text{C}_{15}$  compound, in the lactone series it lies one member higher, i. e. in the cycle composed of 15 carbons and one oxygen.

It is a striking and suggestive fact that the musk-scented components of musk, civet, ambrette seed and angelica root, all prove to be cyclic compounds, with approximately the same number of members in the cycle, 17 for civetone and ambrettolide, 16 for muscone and the lactone of angelica oil, those of animal origin being of cyclanone structure and those from the vegetable kingdom being lactones, all containing cycles of a size hitherto unknown and, although belonging to two totally different groups chemically, yet all possessing odors of musk type. It would seem that

the closing of these long carbon chains varies somewhat in its mechanism and results in the two kingdoms, as the oxidation-reduction processes in the animal cell differ from those of the vegetable cell.

Sometimes these long carbon chains are not closed by their two terminal carbons, but by one terminal and one intermediate carbon, thus forming smaller cycles. As an interesting illustration of this there might be cited chaulmoogric and hydnocarpic acids, one a  $\text{C}_{18}$  and the other a  $\text{C}_{16}$  compound, neither of any use to the perfumer, but of enormous concern as among the few valuable curative agents for leprosy (Fig. 12).

Figure 12



#### Polish Trade in Perfumes and Cosmetics

Poland's consumption of perfumes and cosmetics has greatly increased in the last few years, and despite heightened domestic production, has resulted in a considerable expansion in imports. In 1928 imports of perfumes and cosmetics amounted to 395 metric tons, valued at 10,572,000 zlotys, as against 393 tons, valued at 9,995,000 zlotys in 1927; 218 tons, valued at 5,260,000 zlotys in 1926; 246 tons valued at 5,064,000 zlotys in 1925; and 230 tons, valued at 5,318,000 zlotys in 1924. Thus in the course of the last five years, imports of this type have doubled. France is the principal supplier of perfumes and cosmetics, imports from this country in 1927 amounting to 226 tons, valued at 5,148,000 zlotys. Germany takes second place, with 11 tons, valued at 2,531,000 zlotys. Switzerland, the Netherlands, Hungary, and Italy also furnish small quantities.

Domestic production of cosmetics and perfumes in 1928 amounted to 3,240 tons, as compared with 2,569 tons in 1927 and 2,170 tons in 1926. The year 1926 was particularly unfavorable as a result of the 100 per cent increase in alcohol prices during that year, rendering the domestic manufacturers unable to compete with the quality of the foreign product. (Zloty equaled in 1927 \$0.1129 United States currency and in 1928 \$0.1121). (*Commercial Attache Clayton Lane, Warsaw*).





## Lavender Cultivation in Tasmania

(Special Correspondence)

In Tasmania considerable capital has been sunk in the cultivation of essential oil plants by Keith C. Denny, an Englishman. After seven years of pioneer work Mr. Denny is now offering his products for sale in Australia and New Zealand, with the intention, later on, of working up an export trade with Europe, South Africa, and other countries. Mr. Denny has acquired 93 acres of virgin country at Lilydale, close to Launceston. Of this he has 16 acres under lavender, the rows of bushes aggregating 36 miles. Last year's output was entirely absorbed in Tasmania, and heavy orders for forward deliveries are being booked on the mainland of the Commonwealth.

All his life Mr. Denny has been associated with the perfumery industry, and he regards lavender as the most important individual flower concerned in essential oil production.

Spike lavender grows between the sea level and 3,000 feet, while the pure *Lavendula officinalis* occurs between the levels of 3,000 feet and 12,000 feet. At the 3,000 feet level intermingling of the varieties occurs, and cross-bred plants spread until they become a menace to the pure variety in France. Lavender purity is determinable only by analysis of the oil. Having decided Tasmania was a suitable place for production, Mr. Denny spent three months in search of the pure seed in France. The Huguenots introduced a cross-bred plant into England, and he wanted to avoid such a mistake.

The seed Mr. Denny collected in France had to be grown for three years before he was absolutely certain of having secured the right plant. Outward appearance was an unreliable guide. Oil distilled from the flowers was sent to England. C. T. Bennett, one of the three best known essential oil analysts in London, pronounced it to be not only pure *Officinalis*, but of very high quality, having a percentage of 44.1. Top price is realized on the market by oil with a percentage over 40.

At his "Bridestowe" estate Mr. Denny has built a tea house, with hot and cold water and modern sanitation. Opened just before Christmas, it attracted 4,000 visitors in three months. There is a mile long auto drive through the perfume flower gardens. It is intended to increase the drying room accommodation tenfold. At present 1½ tons of flowers are handled weekly. Twelve hands are regularly employed, articles manufactured being sachets, handkerchief wallets, etc. For the next harvest (January-April, 1930) a commercial still is being installed. It requires a ton of flower-heads to produce 20 lbs. of oil of lavender.

## Paris Trade Notes

Charles Moureu, a member of the Académie des Sciences and of the Académie de Médecine, a grand officer of the Legion of Honour, professor of the College of France, died at Biarritz, June 14, 1929. He was born at Mourenx (Basses Pyrenees) April 19, 1863, and was educated at the School of Pharmacy of Paris and at the Sorbonne. After receiving the degrees of Doctor of Physical Science and of Fellow of Chemistry and Toxicology at the School of Pharmacy, he occupied for six years, from 1901 to 1907, the office of chief pharmacist of the Asiles de la Seine.

In 1907 he was elected professor of the department of chemical pharmacy at the School of Pharmacy. On December 4, 1911, he was called to succeed L. Troost at the Académie des Sciences in the chemistry department because of his important work in organic chemistry.

Among the numerous works which have established the reputation of Charles Moureu universally are many that touch upon our industry. Charles Moureu, it should not be forgotten, was also very active in the study of chemicals for the war, and the part taken by the Allies, and especially by France, in chemical warfare was due in great part to his work. France realizes that in his death she has lost one of her greatest chemists.

\* \* \* \* \*

Société Commerciale des Parfums de France, which has been located at Bordeaux has moved to Marseilles where its address is 68 rue Paradis.

\* \* \* \* \*

Roger Bourgeois has been appointed receiver for Etablissements Barrucand Frères & Wackherr of Paris and is proceeding with the liquidation of the business.

\* \* \* \* \*

We record with deep regret the death of M. Breton who for the last few years has been vice-president of the Central Syndicate of Essential Oils.

\* \* \* \* \*

The French perfumery industry with an annual production value at \$36,000,000, is a purely domestic enterprise, using the raw materials derived from the vast flower fields of France, and the factories usually run at full capacity, according to a report from American vice-consul, Carlton Hurst, at Paris.

Estimated on the basis of the various perfumers' products, comprising perfumed soaps, cosmetics dentrifices, dental paste, ointments, toilet powders and the raw materials utilized in the preparation of perfumes, the total output may be conservatively placed at a far higher figure than \$36,000,000, although in the aggregate it is less than the American production of toilet preparations, the report added.



## German Trade Notes

The partnership of Held & Giesecke Seifenstellungen und Vertriebs-G.m.b.H. of Leipzig, was established recently. The purpose of the undertaking is the manufacture and selling of soap, soap powder and allied products. The company is capitalized for 20,000 RM. The home office will be in Leipzig under the direction of Robert Luhn and in addition two branch managers have been appointed to take care of other territories.

\* \* \* \*

Parfumerie Monpelas Steinfels Frères & Co., G.m.b.H., of Cologne, was incorporated June 1, 1929, for the manufacture and sale of perfumery, cosmetics and fine soaps. The capitalization is 20,000 RM. The incorporator of the company is Dr. Erwin Rudolf Luhn.

\* \* \* \*

Decker & Co., G.m.b.H., of Leipzig, has been incorporated for the purpose of manufacturing chemicals and cosmetic preparations and also the sale of these preparations under the name of "Lorit." The capitalization is 20,000 RM.

## Leading Markets for American Orange Oil

Exports of American orange oil during May amounted to 6,137 pounds, valued at \$16,763, or \$2.73 per pound, distributed as follows: Germany 1,000 pounds, value \$3,800; United Kingdom 4,554 pounds, value \$11,355. The remainder was consigned to Canada and Cuba.

The total value of American orange oil exports for the first five months of 1929 to eleven different countries amounted to 33,422 pounds, valued at approximately \$125,000 and are shown in the following table:

	Jan.	Feb.	March	April	May	5 Months Total
Belgium .....	\$1,200	....	....	....	....	\$1,200
France .....	7,161	....	\$26,557	\$5,928	....	39,646
Germany .....	....	\$1,200	1,900	....	\$3,800	6,900
Spain .....	....	228	....	....	....	228
United Kingdom...	....	....	....	45,845	11,355	57,200
Canada .....	1,552	1,135	1,947	5,157	828	10,619
Panama .....	....	589	....	....	....	589
Mexico .....	54	....	1,723	861	....	2,638
Cuba .....	781	....	157	780	780	2,498
Philippine Islands.	....	1,017	....	465	....	1,482
Australia .....	385	1,145	....	192	....	1,722
Total .....	\$11,133	\$5,314	\$32,284	\$59,228	\$16,763	\$124,722

As will be noted, France took 32 per cent of the total and the United Kingdom about 45 per cent.

In connection with the exports of orange oil during the first five months of 1929 of 33,422 pounds, valued at \$124,722 or an average value of \$3.73, it is of interest to note the imports of this commodity for a similar period, which amounted to 113,655 pounds valued at \$548,124 or an average value of \$4.82, as against 113,722 pounds, valued at \$307,570 for a similar period during 1928. While the average value of exports for the five months' period equaled \$3.73 a pound, the May value was only \$2.73 a pound. On the other hand, the May value of imports was \$4.95 a pound, an increase of \$0.13 per pound over the average.

June statistics should show a change, inasmuch as it has been reported that the demand for Messina oil was below normal and prices declining.

## Always of Interest

A. K. Fuller, Fuller & Fuller, Inc., Toilet Preparations

We do not feel that we can get along without your journal. It is always of much interest.

## British Trade Notes

At the annual meeting of the West African Trade Section of the London Chamber of Commerce, Sir Edgar Sanders (of the United Africa Co., Ltd., which includes Lever's African interests), and David Jones (Elder Dempster & Co., Ltd.) were elected chairman and deputy-chairman respectively, in the place of E. Hyslop Bell and Robert B. Miller, who retired from office owing to the effluxion of time.

\* \* \* \*

The annual meeting of the British Pharmaceutical Conference was held this year in Dublin, lasting four days. President Cosgrave welcomed the conference to Ireland. In addition to a number of scientific meetings, there were two meetings of delegates, at the latter of which the late president of the Pharmaceutical Society of Great Britain, Herbert Skinner, gave an address entitled "Is an Imperial Pharmaceutical Qualification Desirable?" The paper evoked much discussion, but as the meetings were held in private no details may at present be published, although it is understood that a statement will be issued later in the year, as the paper makes suggestions having far-reaching effect on the practice of pharmacy.

\* \* \* \*

The British chemical industry has always been carried on to some extent on the northeast coast, but has recently received immense impetus owing to the erection of the great works of the Imperial Chemical Industries combine at Billingham. The combine will soon have spent nearly £20,000,000 (\$100,000,000) on its Billingham works, which will have an output of over 800,000 tons of main products and 700,000 tons of by-products per annum. A staff of many thousands is already employed in these works, whose products form a notable display at the North-East Coast Exposition at Newcastle.

\* \* \* \*

The outstanding feature of the markets for perfumery chemicals and essential oils is the rise in the prices of otto of rose; Anatolian is quoted at 70s. per ounce and Bulgarian at 110s. Java citronella oil is quoted at 2s. 8d. per lb., and for 1930 delivery 2s. 9d. per lb., c.i.f. London, has already been paid. Both Algerian and Bourbon geranium oil are extremely firm and a rise is predicted. The Continental markets are in a somewhat similar condition to those in Britain, with the usual holiday influences.

\* \* \* \*

Once again the musical cry of the itinerant street vendors of "sweet lavender" are echoing in London streets. It is a picturesque revival and pedestrians hasten to purchase a bunch of the herb or a sachet of the heads, for its appearance is a reminder of youthful days and of the disappearance of many old English customs. The Mitcham gardens are now a blaze of purple, since the crop will soon be gathered.

## Promotion Timber

When the manager directs you to do a thing, do as requested and do it promptly.

But if you see a thing that ought to be done, the better way is to do that thing before the boss does his directing or requesting.

Almost any employee can execute orders, but the one who exercises his own judgment and *acts ahead* of the manager's mandate is *promotion timber*.—*Silent Partner*.



### Official Report of the Flavoring Extract Manufacturers' Association

Since the July report of the Flavoring Extract Manufacturers' Association of the United States, business largely of a routine nature has marked the progress of the association. As usual, George H. Burnett, president, and Thomas J. Hickey, attorney and secretary, have been on the lookout for any legislation affecting the interests of the members. Two notices of interest to the members have been sent out by Mr. Hickey, the one regarding the labeling of cherry products will be found in the report of the Soda Water Manufacturers, and the other, in regard to a new blue food dye is given below:

"The Department of Agriculture under date of July 22, 1929, issued the following:

"An additional food dye has been approved for addition to the list of colors that will be certified by the United States Department of Agriculture, according to a recent announcement by the Food, Drug, and Insecticide Administration.

"This color, which will be known as Brilliant Blue FCF and which has been known chemically for many years, has been tested both chemically and physiologically and found to be harmless to health and otherwise suitable for food use, according to the Federal food officials. Copies of the descriptions, specifications and special analytical methods for these two dyes will be sent upon request to any interested parties. Requests should be addressed to the Food, Drug and Insecticide Administration, United States Department of Agriculture, Washington, D. C.

"Two months subsequent to July 15, 1929, this color will be officially placed on the permitted list by the issuance of a supplement to Service and Regulatory Announcements, Food and Drug No. 3."

Another notice of quite a different character has been sent out by George H. Burnett, president, advising the members of the sad news of the death of T. W. Carman. The notice reads as follows:

"Mr. T. W. Carman, President of Baker Extract Company, Springfield, Mass., died suddenly at the Parker House, Boston, Mass., on July 28th.

"The news of his death comes as a great shock to his many warm friends and acquaintances in the Association with which he has been prominently identified for many years, and also to his wide circle of friends in the trade.

"Mr. Carman was one of the most prominent members of our Association, having served on the Executive Committee at various times. His genial and likeable personality was the delight of all who knew him."

### Official Report of Soda Water Flavors Manufacturers' Association

Since our report of last month of the work of the National Association of Manufacturers of Soda Water Flavors the business occupying the attention of the officers has been more or less of a routine nature. Two announcements have been sent out to the members of the association by Thomas J. Hickey, secretary, the one in regard to the labeling of cherry products, given herewith in full, and the other in regard to a new blue food dye which has been approved by the Department of Agriculture.

"The U. S. Food, Drug and Insecticide Administration on July 9, 1929, issued the following ruling in regard to 'Cherry' Products:

"Cherry juice sirups and other cherry flavoring preparations which owe their flavor chiefly to cherry pits, oil of bitter almonds or benzaldehyde should not be labeled to indicate that their flavor is due to cherry pulp or cherry juice, say officials of the Food, Drug and Insecticide Administration of the United States Department of Agriculture.

"Benzaldehyde, the flavoring principle of the seed of the cherry, bitter almond, apricot and the peach, has an intense flavor and flavoring preparations to which it is added can be diluted to far greater extent than if flavored only with cherry juice. The words Cherry Flavor imply that the flavor is derived from the pulp or juice of cherries and should be so used."

### PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

### Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 15901 to 16000, inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there were four cases of misbranding of olive oil, Nos. 15932, 15933, 15938 and 15977.

### Alcoholic Content of Malt Tonic 2 Per Cent

The Bureau of Prohibition has ordered all administrators to direct malt tonic manufacturers that hereafter the solid content of these products must be 18 percent, instead of 12 percent, as in the past. The alcoholic content must be kept down to 2 percent.

### New Cherry Flavor Rule

WASHINGTON, August 15.—Cherry juice syrups and other cherry flavoring preparations, which owe their flavor chiefly to cherry pits, oil or bitter almonds or benzaldehyde, should not be labeled to indicate that their flavor is due to cherry pulp or cherry juice, the Food, Drug and Insecticide Administration of the Department of Agriculture announced on July 9. It ruled:

"Benzaldehyde, the flavoring principle of the seed of the cherry, bitter almond, apricot and the peach, has an intense flavor and flavoring preparations to which it is added can be diluted to far greater extent than if flavored only with cherry juice. The words 'Cherry Flavor' imply that the flavor is derived from the pulp or juice of cherries and should be so used."

A manufacturer of syrup and concentrates has agreed to discontinue the use of fruit names unless products so advertised actually are composed of juice of the fruit, according to announcement made by the Federal Trade Commission on July 9. The agreement sets forth that if fruit names were used to designate one of the company's flavors that the name be immediately preceded by the word "imitation" printed in type equally as conspicuous as that in which the name of the fruit is printed.

It was agreed also that if the product be composed in substantial part of the actual juice or fruit and the name of the fruit is used to designate the product, such name shall be accompanied by a word or words printed in type equally as conspicuous as that in which the name of the fruit is printed so as clearly to indicate that the product is not made wholly from the juice of the fruit named.

### Cease and Desist Order for Fruit Syrup Labeling

The Federal Trade Commission has recently issued a cease and desist order to the Sethness Co. of Chicago and to Bowey's, Inc., also of Chicago, from using certain practices in regard to the labeling of imitation fruit syrups.

### F. T. C. vs. N. Shure Company

The N. Shure Company, Chicago, engaged in the wholesale mail order business, has been ordered by the Federal Trade Commission to discontinue misrepresenting soft drink powders which it sells as being made from true fruit.

### Albanian Duties Revised

The duties on perfumes shipped into Albania have been changed from ad valorem to specific rates, under an act of Parliament on April 6, the American Minister to Albania has advised the State Department. Increased duties on a number of articles, including toilet preparations, have been ordered by the government of Nyasaland, the Trade Commissioner at Johannesburg has informed the Department of Commerce. The increases are from 15 to 17 per cent ad valorem on the articles affected.

### Duty on Grenadine Syrup

WASHINGTON, AUG. 15.—Grenadine flavored syrup assessed at 20 per cent as a non-enumerated manufactured article is property dutiable at that rate, according to the U. S. Court of Customs & Patent Appeals, and not as contended by the Cresca Company, Inc., the importers, at the low rate for sugar syrup. The appellate court affirmed judgment of the U. S. Customs Court overruling the importers' protest.

### A. B. C. B. List of References

The 1929 edition of the American Bottlers of Carbonated Beverages List of References to Authoritative Writings on the carbonated beverage industry, is a booklet compiled by the A. B. C. B. Department of Home Economics and contains data on all phases of the industry which the A. B. C. B. Secretary's Office has been gathering for the last decade. The articles cited have been culled from forty-nine different scientific, trade and general magazines, twenty-one books, and also from U. S. Government, university, and A. B. C. B. publications. In this way a wealth of accurate and important information, hitherto scattered, has been brought together in concise form to enable the student to obtain comprehensive data with a minimum expenditure of time and effort. This publication is being distributed by the secretary, Junior Owens, to all members of the National Association and to persons outside the industry who should have accurate information concerning its products, including librarians, school teachers, writers on health topics, physicians and others. Members of the National Association are urged by Secretary Owens to assist in placing copies of the A. B. C. B. List in the hands of all persons who should possess a copy.

"Manufacturers of bottled carbonated beverages," he says, "know that the large consumption of their products, equivalent to approximately twelve thousand million half-pints annually, has been built up by careful and scientific attention to quality of ingredients and scrupulous regard for sanitation in manufacturing and marketing, but there are many persons influential in moulding public opinion who are not so informed. If every member of the industry will assist to place this List of References in the hands of such persons in their localities—librarians and school teachers, especially home economics teachers, physicians, health and school authorities, members of women's organizations—it will show them, for one important thing, that our industry is carefully and closely regulated and supervised not only from within, but also by governmental authorities in the same manner as other food production industries. It will show also that scientists of unquestioned ability have been investigating our products and find them to be what we claim them to be, pleasing and wholesome refreshment."

Teachers will find this guide of inestimable value to their students in preparing theses on flavoring and allied subjects. In this connection, Mr. Owens suggests that members of the industry endeavor to have teachers and their classes visit bottled carbonated beverage manufacturing plants to study the industry at first hand.

"The modern trend in educational circles," Mr. Owens points out, "is to have students make such practical studies. Your local teachers will bring their classes in chemistry, physics, economics, manual training, health and hygiene, for instance, to study the practical application in your plant of the principles they are learning in school, if you invite them and make arrangements for them. Likewise the members of your local clubs who are making studies of industrial subjects will welcome invitations to inspect your plant."

The A. B. C. B. Reference List is similar in size and make-up to the other educational bulletins which have been issued by the association. It should be kept on file in the office of every member of the industry as a reference library of inestimable value.

### "Deadlier Than the Male"

"Dad, the bull has broken his chains and attacked mother."  
"Is he still alive?"—*Le Rire*, Paris.

# The Sales Appeal of Odor\*

*The Odor of Products Often Unconsciously Makes  
or Destroys Their Sale and is an  
Important Factor to Consider*

WHEN a prospective customer picks up a cake of toilet soap or a package of cosmetic preparation, his first impulse is to smell it. If the odor is appropriate in kind and intensity, the merits of the article have a chance of being recognized; but if the odor is weak, or if it is at all unpleasant, the examination generally goes no further.

The sense of smell is not one that is now held in very high esteem. Nevertheless we use it freely and depend on it more than most of us realize. It is pressed into service, not only in examining articles that we expect to be scented, but also in examining such things as leather and dress goods, which are ordinarily classed as odorless. Not infrequently, a house has been sold through the sense of smell. The "new" smell of the varnish and woods, particularly, impresses people who have become tired of an old house, with its characteristic odors. It has been claimed that a certain high-priced automobile has been sold quite as much through the sense of luxury created by the judicious use of a delicate scent as by all the other arts of the salesman.

Smell memory is lasting. How we smile when we recognize a familiar pleasant odor! Goods are more frequently trade marked by odor than is generally appreciated. A perfumer, in discussing the importance of odor as a trade mark, emphasized the danger of changing an odor that has once been established for an article. It seemed to him to be as risky as changing the name of the product or the style of the package. Yet the odor of a well-known household lacquer was recently made so much more generally acceptable and pleasant that sales were greatly increased.

Every manufacturer should be alert to the sales value and appeal of odor in his product. Odor can be introduced into many articles which are ordinarily quite odorless. This is often to great advantage in winning an increased appeal. Yet the greatest opportunity is perhaps in overcoming traces of objectionable odors that limit sales. Some books, and the rotogravure sections of most newspapers, have definitely unpleasant odors that should be reduced as far as possible and then neutralized by a pleasant smell, as traces of yellowness are neutralized by bluing. Many fabrics have a faint rancidity, acquired in the finishing process, which can readily be offset by traces of an appropriate added odor. Musty smelling upholstery in theatres has prevented many patrons from ever returning. The characteristic but unnecessary odors associated with hospitals and dental clinics give sensitive people a needless added dread. More than one handsomely illustrated magazine has been set aside because it offended the sense of smell. Dealers in shoes have often had their goods returned or silently boycotted because of strong-smelling leather or box-toes. Manufacturers of household lacquers have made marked progress in the improvement of their products with respect to odor. Producers of leather, laundry soap, raincoats, wall finishes, linoleum, etc., could

benefit greatly by their example. In general, raw materials should be purchased with respect to odor as well as other properties. When this is done, many products are improved at once. Then, as a finishing touch, cautious addition of a pleasant scent (not necessarily of a flowery type) should be made. The kind of odor to use will depend entirely on the article, and no little skill is required to choose the right type, amount, and lasting quality.

For most purposes, the cost of overcoming an objectionable odor or of adding a pleasant one is very trifling. A very small fraction of a cent's worth of perfume will mask the unpleasant odor of a gallon of glue. On the other hand, the cost of perfume, under the usual conditions of American practice, may amount to a cent or several cents for a cake of toilet soap, and constitutes a large percentage of the cost of raw material. Some scientific principles that have lately been recognized now permit odoriferous materials to be blended to secure a desired effect with a minimum expense for raw materials. The manufacturer is used to calling in experts to advise him concerning advertising, style, and other appeals to the sense of sight. He needs advice no less in matters concerning the sense of smell. Improvements in the olfactory qualities of goods now on the market indicate that many different industries have come to recognize this fact.

## Italy's Essential Oil and Perfume Industry

The U. S. Department of Commerce has just published a survey of the Italian chemical industry in which the following section devoted to essential oils and chemicals appeared:

"The industry of essential oils of citrus fruits had a good year. Considerable attention is being given to the development of a domestic industry for flower essences, particularly, jasmin and rose, which are being cultivated on the Riviera and in Sicily. One or two new plants are under construction for the preparation of these essences. Considerable progress was made during 1928 in more scientific methods of cultivation and distillation of peppermint and lavender essences.

In the field of synthetic perfumery materials, the I. C. Me. S. A. (Industrie Chimiche Meridionali, Società Anonima), the sole producer of these products, absorbed the Società Italo-Francese di Vallecrosia. This latter company is the principal Italian producer of flower essences on the Riviera.

The perfumery industry suffered during 1928 from a lack of financial means. The outlook for 1929, however, is better.

## Ki-Yi-Yi!

"With whom was your wife quarreling last night?"

"Oh—er—she was scolding the dog."

"Poor beast—I heard her threaten to take the front-door key away from him."—*London Passing Show.*

\*Industrial Bulletin of Arthur D. Little, Inc., July, 1929.



# Association, Court and Customs News

## Williams to Head Salesmen

Victor E. Williams, manager of the New York office of Monsanto Chemical Works, St. Louis, has been nominated for president of the Salesmen's Association of the Chemical Industry. Mr. Williams has been manager for Monsanto during the past three years and was in the company's sales department in St. Louis for several years before coming to New York. He has taken an active interest in the organization's activities, having already served as a member of the executive committee and, during the past year, as vice-president. The nominating committee also designated men for the other offices, the list including Frederick A. Koch, Dow Chemical Co., for 1st vice-president; Ira Vandewater, R. W. Greef & Co., 2nd vice-president; Harry Wilmot, A. Klipstein & Co., 3rd vice-president, and B. J. Gogarty, American Solvents & Chemical Corp., secretary-treasurer. Mr. Gogarty has been named to succeed A. L. Benkert, Noil Color & Chemical Co., who has handled the secretary-treasurer duties for three successive years. Mr. Benkert has been nominated for one of the vacancies on the executive committee and George H. Bode, Roessler & Hasslacher Chemical Co., received the designation for the other.

The election will be held by mail early in September. The association's rules provide for the nomination of another full ticket or of any individual choices, providing the additional names are registered with the secretary-treasurer ten days before the ballots are mailed, the signatures of 25 members being necessary with each petition. Members of the nominating committee were: Ralph E. Dorland, Dow Chemical Co., president of the association; A. L. Benkert, Ira Vandewater; B. J. Gogarty, William H. Adkins, Givaudan-Delawanna, Inc.; W. F. L. Tuttle, "Chemicals," and Grant A. Dorland, MacNair-Dorland Co.

## Cease and Desist Order on "Youthray" Advertising

The Federal Trade Commission has directed Marion Butler Kirtland and Roy M. Kirtland, partners, doing business as the Ray Laboratories in Chicago, to discontinue misrepresentations in the sale of "Youthray" a hair preparation manufactured by them. "Youthray" was advertised as having the power to permanently restore natural color to gray hair, that it was a stimulant to hair growth and an effective remedy and cure for dandruff.

Specifically, the respondents are ordered to cease and desist from:

Making any representations in connection with the sale and distribution in interstate commerce of any preparation for the care, treatment or dressing of the hair or skin, that such preparation is not a dye, does not act as a dye, will restore gray hair to its original or natural color, that it acts through the hair channel or that it supplies color pigment to the inside of the hair through the roots, that it causes nature to assimilate such coloring matter, that it replenishes the color glands of the hair, that the color produced thereby will not come off or cannot be impaired by shampooing or bathing, that it is harmless or will not produce harmful or deleterious effect upon the user, that it is beneficial to the scalp, that it is a stimulant to hair growth, that it is a remedy or cure for dandruff, or from making any other false, misleading or deceptive representations when such are not true in fact.

## National Pharmacy Week

Elaborate plans are being made by many enthusiastic workers who are determined to make the fifth annual observance of Pharmacy Week, October 13 to 19, a most conspicuous success. The fifth anniversary of this valuable movement for the dissemination of public information on the subject of things pharmaceutical will be marked as an event of more than ordinary importance. Editors of pharmaceutical journals and leaders of pharmacy throughout the nation are cooperating with the executive committee on Pharmacy Week with splendid enthusiasm.

The Executive Committee is composed of the following ten members—five appointed by the President of the A. Ph. A. and five appointed by the President of the N. A. R. D.: *American Pharmaceutical Association*, Robert J. Ruth, chairman, New York City; Frederick B. Kilmer, New Brunswick, N. J.; William B. Day, Chicago, Ill.; W. Bruce Philip, San Francisco, Cal.; Hal E. Duncan, Birmingham, Ala.; *National Association of Retail Druggists*, C. Fred Wright, chairman, Boston, Mass.; A. V. Burdine, Washington, D. C.; John C. Culley, Los Angeles, Calif.; P. J. Kolp, Chicago, Ill.; Joseph W. Noble, Philadelphia, Pa.

Dr. Robert J. Ruth has again been chosen chairman of the executive committee and he will direct the campaign from his office at 80 Beekman street, New York City.

## Annual Meeting of the Directing Committee of the Druggists' Research Bureau

At the annual meeting of the Directing Committee of the Druggists' Research Bureau held July 23rd, the following were in attendance: A. K. Mayer, chairman; J. F. Finneran, Sidney Hollander, Ambrose Hunsberger, P. C. Olsen, Alf. W. Pauley, J. H. Riemenschneider, E. L. Newcomb, Secy., and Wm. J. Schieffelin, Jr, by invitation.

Numerous subjects were discussed by the Committee, and voted their approval, among which were:

The inauguration of a direct mailing campaign to secure subscribers for the Druggists' Research Bureau bulletins; the consideration by the president of the appointment of Wm. J. Schieffelin as a member of the committee to represent wholesale druggists; and the re-election of A. K. Mayer as chairman, J. F. Finneran, vice-chairman, and E. L. Newcomb, secretary.

## Coming Conventions

National Association of Cosmeticians and Hair Artists. Hotel Sherman, Chicago, Ill., Aug. 26, 27, 28, 1929.

American Pharmaceutical Association, Rapid City, S. D., Aug. 26 to Sept. 1, 1929.

National Beauty & Barber Supply Dealers' Assoc. of America, Stevens Hotel, Chicago, Ill., Sept. 9 to 13, 1929.

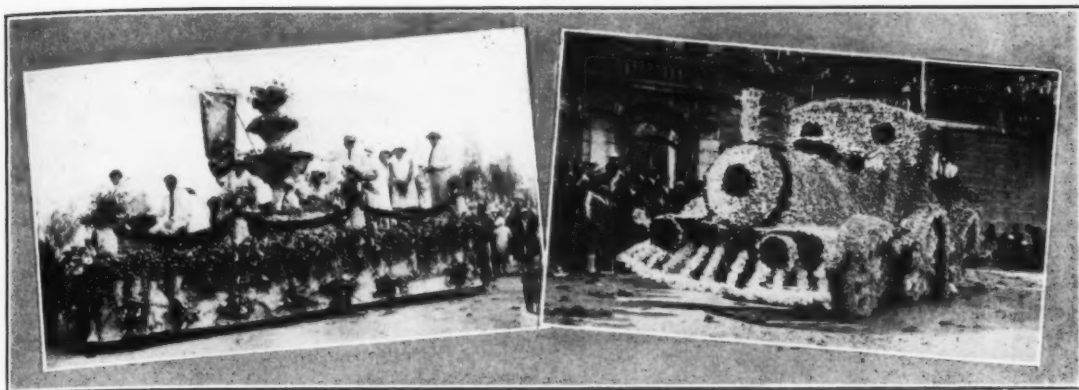
National Hairdressers' and Cosmetologists' Association. Hotel Statler, Detroit, Mich., Sept. 9 to 14, 1929.

National Association of Retail Druggists, Minneapolis, Minn., Sept. 16 to 20, 1929.

National Wholesale Druggists' Association, French Lick Springs Hotel, French Lick Springs, Ind., Sept. 30 to Oct. 3, 1929.

Third Organic Symposium, Princeton University, Princeton, N. J., Dec. 30 and 31, 1929, and Jan. 1, 1930.





The annual "Battle of Flowers" at Grasse was again this year a most delightful and colorful fete and the floats of the leading houses were decorated, if anything even more tastefully than has been the rule in the past. Most of the leading Grasse houses had displays in the parade as well

as some of the leading perfumers. We present herewith pictures of two of the most attractive floats both of which took prizes at the celebration. The "Locomotive" was created by Etablissements Antoine Chiris and the other float, a fountain in Grasse was that of Charabot & Cie.

#### Duty on Leather Powder Cases with Mirrors

On June 11th the Customs Court of Appeals handed down a decision reversing the action of the collector of the port upheld by the Customs Court, according to T. D. 43431, in assessing at 50 per cent ad valorem certain leather powder cases with mirrors attached. Freedman & Slater, the importers, claimed the merchandise to consist chiefly of leather and as such were dutiable at 30 per cent ad valorem under paragraph 1432 of the Tariff Act of 1922, and not as "mirrors with frames or cases" as described in paragraph 230 of the same act. The appellant claimed that the leather bag or pouch was not merely a mirror in a case but rather a small sized hand bag for use when a larger handbag was not suitable for evening purposes. The appeal court held that the bags were designed to hold such articles as powder, powder puffs, lip stick, combs, and other toilet articles, that the mirror was attached merely for convenience and was not the predominant feature of the article, and therefore to fall in the classification of leather bags.

#### Metal Powder Boxes Held Dutiable as Mirrors

According to T. D. 8516, protest 286148-G/76262, of the American Express Company, so-called powder boxes which were classified at 80 per cent ad valorem under paragraph 1428 of the Tariff Act of 1922 are claimed to be dutiable as mirrors at 50 per cent under paragraph 230. The decision handed down by Justice J. Sullivan upheld the claim and cited in so doing Abstract 48031 and *Borgfeldt v. United States* (T. D. 42098).

#### Drawback on Orange Juice Syrup

WASHINGTON, April 15— Drawback allowance has been granted by the Bureau of Customs on orange-juice syrup manufactured by the Ludford Fruit Products, Inc., of Hollywood, Calif., with the use of imported refined sugar or refined sugar produced wholly or in part from imported raw sugar.

#### Federal Court Rules on Drug Labels

According to the decision of the Court of Appeals made upon appeal by the United States Government from a judgment entered in the District Court for the Western District of Washington, dismissing a case brought against certain medicinal preparations which, the Government alleged, bore false and fraudulent therapeutic claims on the labels, the use of labels of medicinal preparations of language which, when read literally, is not a statement of curative or therapeutic properties, but, owing to attendant circumstances, may be understood as such, brings these labels within the scope of the Federal food and drugs act just as definitely as if direct statements appeared. The Federal food and drugs act, under which this action was brought is designed, among other things, to prevent the sale in interstate commerce of medicinal preparations bearing false and fraudulent statements concerning their efficacy in treating disease. False and fraudulent statements may include the use of statements not technically false or which may be literally true but which from indirection and ambiguity may mislead or deceive.

In this case the words, "We have received many letters from physicians reporting . . ." These words, due to their influence upon the minds of the buyers, are considered not less but more obnoxious to the law than a direct statement purported to be from the manufacturers themselves.

#### Internal Revenue Tax on Alcoholic Perfumery

No. 7465.—Protests 990576, etc., of American Foreign Service et al., protests 993909, etc., of J. Personeni (Inc.) et al., and protest 303014-G of V. Vivaudou, Inc. (New York). These protests are against the assessment of an internal-revenue tax of \$1.10 per gallon on certain alcoholic perfumery in addition to 40 cents a pound and 75 per cent ad valorem under paragraph 62, tariff act of 1922.

Opinions by Cline, J.—In accordance with stipulations of counsel and on the authority of Abstract 2181 the protests were sustained in part.

## Action on "Restoral" Advertising

The Federal Trade Commission has ordered I. J. Rosenbloom and Jake A. Ablin, of Chicago, doing business under the name of The Restoral Company, to discontinue misrepresenting a hair preparation manufactured by them "Restoral" as a tonic and color restorer.

Specifically they are ordered to cease and desist from making or causing to be made any representation, statement or assertion to the effect that such preparation or product is not a dye, or that it does not act as a dye, or that it will restore hair to its original or natural color, or that it is a tonic for hair, or that it will promote the growth of hair, or that it will stop hair from falling out, or that it is harmless or will not produce harmful or deleterious effect upon the user, or that it is beneficial to the scalp, or that it replenishes the color glands of the hair, or that it is a remedy or cure for dandruff, and from making or causing to be made any other false, misleading or deceptive statement, representation or assertion concerning the ingredients, uses, effects, action, origin, manufacture, sale or distribution of any such preparation or product.

Complaint against The Restoral Company was served on May 8, 1929, when the respondent was notified that it was required to file an answer within the next thirty days and that failure to do so would be "deemed an admission of all allegations of the complaint." The company failed to file answer or otherwise appear to contest the charges either during the thirty-day period or upon subsequent second notice. The Commission then took final action in entering its findings of fact and order to cease and desist.

## Customs Appeals Court Rules on Cellophane

WASHINGTON, August 15.—Cellophane imported in the form of thin transparent sheets has been made dutiable at 40 cents per pound as compounds of cellulose in sheets, not made into articles, under a decision of the U. S. Court of Customs and Patent Appeals. The merchandise was assessed at 25 per cent ad valorem by similitude to gelatine. The Du Pont Cellophane Company, a domestic manufacturer, protested that it was properly dutiable at 60 per cent as a compound of cellulose in sheets, made into finished or partly finished articles. The U. S. Customs Court sustained the protest of the Du Pont Company but was reversed by the higher court, which held that the specific duty was applicable.

The new tariff bill provides for a complete revision of the rates on cellulose compounds. Under the new paragraph transparent sheets of cellulose, not exceeding three one-thousandths of an inch in thickness, chiefly used for wrapping, by whatever name known, would become dutiable at 45 per cent ad valorem. Transparent sheets more than three one-thousandths of an inch and not more than 32/1000 of an inch would be subject to the same rate of duty.

## Classification of Powder Puffs

No. 7810—Protest of Zandu Bros. (New York).—Powder puffs made of rabbit paws and bare feet, classified at 50 per cent ad valorem under Paragraph 1420, Tariff Act of 1922, is claimed dutiable as manufactures of fur at 40 per cent under the same paragraph.

Opinion by McClelland, J.—In accordance with the amended report of the appraiser the powder puffs in question were held dutiable at 40 per cent under Paragraph 1420 as claimed.

## Alcohol Seizure Enjoined by Court

Judge McDevitt in Common Pleas Court No. 1, in the Philadelphia district has enjoined the police, the district attorney and the Federal Prohibition Director for that district from interfering with the manufacture, sale or transportation of perfume products which the police or other officials may believe are subsequently used in the manufacture of intoxicating beverages. The decision which the prohibition authorities characterized as a serious blow to the activities of prohibition enforcement has already been appealed to the State Supreme Court.

The injunction suits were brought by several plaintiffs acting jointly after seizures had interfered with their business. They are Philip Cohen, trading as the Golden Ray Manufacturing Co.; A. Hofberg, trading as Loeb-Worthington-Smith Co.; Harry Kessler, a bonded truckman; Louis Nydick, trading as the Walton Laboratories, and Marshall C. Reinecke, trading as the Marshall Manufacturing Chemical Laboratories.

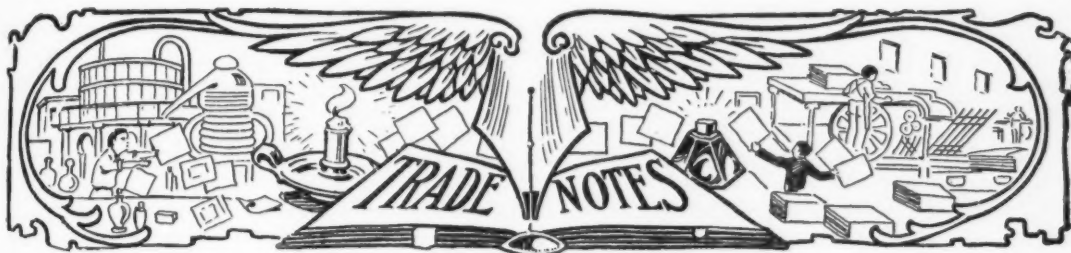
The judge held that the seizures were made "without a warrant, under no process of law, and under no authority of law" that the product was not fit for beverage purposes, that the manufacturer had no reason to believe that the alcohol was being diverted, and that the Federal prohibition authorities made frequent inspections of the plant, noted customers and approved sales. A significant paragraph in the decision read: "The police authorities are not given by law the right to decide whether a product is or is not manufactured in accordance with an approved formula."

## B. Paul Wins Trade Commission Case

B. Paul, New York, has been awarded the decision in a case brought by the Federal Trade Commission in the United States Circuit Court of Appeals. The commission's complaint alleged that the blue color used on "B. Paul's Henna," a product of the company resembled that of a competitor and was likely to lead to confusion in the trade. The court ordered the commission to take testimony and report its findings. The testimony showed that the Paul product was placed on the market in 1915, and the color of the container adopted in 1922, and that the name B. Paul appeared no less than five times on each container, whereupon the commission reported to the court that there was not enough similarity to cause confusion and the complaint was dismissed.

## Protest Duty on Non-Alcoholic Perfumery

The United States Supreme Court handed down numerous decisions August 6, sustaining importers' protests against the action of the collector in assessing duty on certain alcoholic perfumery at \$1.10 per gallon under the Internal Revenue Act of Feb. 24, 1929, in addition to the rates of 40c a pound and 75 per cent ad valorem, under Paragraph 62 of the Tariff Act of 1922. Importers, whose protests are sustained, include Gimbel Bros., Saks & Co., Lord & Taylor, Sam Levy, Leonhardt & Brush, Bourjois, Inc., J. C. Robold & Co., B. Altman & Co., Roger & Gallet, the Guerlain Perfumery Co., Park & Tilford, Jahiel & Co., Inc., William A. Brown & Co., Guy T. Gibson, Alfred H. Smith & Co., Maurice Levy, the Associated Merchandising Corporation, the Menton Perfumery Co., Ying Chong & Co., and August F. Stauff & Co.



**Procter & Gamble Co., Cincinnati**, according to William Cooper Procter, chairman, has sold a block of 250,000 shares of its new stock to J. P. Morgan & Co. In financial circles this sale is believed to foreshadow the joining of Procter & Gamble Co., in the Morgan food combination, Standard Brands, Inc., which already has assets of close to \$500,000,000.

The announcement from Cincinnati included the news that application had been made to list the new shares on the New York Stock Exchange. These shares resulted from a five for one split of the old common stock of the company, approved by the stockholders, who at the same time approved amendments to the company's by-laws which would allow it to enter lines of business allied to the soap industry but not previously undertaken.

Procter & Gamble Co. owns the entire capital stocks of Procter & Gamble Manufacturing Co., Procter & Gamble Distributing Co., Procter & Gamble Co., of Canada, Ltd. Procter & Gamble Transportation Co., and the Buckeye Cotton Oil Co.

The Morgan enterprise, Standard Brands, Inc., includes Fleischmann Co., Royal Baking Powder Co., and its subsidiaries, E. W. Gillett Co., of Canada, Ltd., and Chase & Sanborn, Inc.

**Merveille Cosmetics Co., Inc., New York City**, has emphatically denied rumors in the trade that it is being or has been merged with any other company. I. Beck declares that there is no foundation for the rumor, as the company contemplates no such step. Under its present management the concern has been making notable progress and will continue to manufacture cosmetics for the trade under the Merveille trade marks.

The executives are I. S. Beck in active charge of its affairs, and Antoine Guasch, chemist and manufacturer, who has had experience abroad as well as in the United States.

**The Gold Dust Corp. has become the controlling factor** in the United Cigar Stores Corp. of America through the purchase of the Whelan interest by a group headed by George W. Morrow, chairman of the board of Gold Dust Corp. No change in the general policies of the United chain will be made, but the new management will add some lines to the products already on sale. Mr. Morrow will be chairman of the board of United.

**The Kendall Manufacturing Company**, manufacturers of soap products, have discontinued their plant at 90 Friendship street, Providence, R. I., and will in the future carry on all manufacturing operations in Syracuse, N. Y., according to Burton B. Lovell, assistant manager of the company. Providence, however, will still be the address of the head office, with branches in New York, Boston and Philadelphia.

Regarding published reports to the effect that Bristol-Myers Co., New York, makers of Ipana toothpaste and of the Ingram line of toilet preparations had been taken over by Drug, Inc., Boston, Bristol-Myers Co., announces that while Drug, Inc., has made overtures looking toward a consolidation of some sort, negotiations have not as yet been concluded.

**Mrs. Ruth D. Maurer**, founder and president of the Marinello Company has resigned from the company and the National School of Cosmeticians as president. This does not mean, however, the severance of all connections with the company as she will still remain a large stockholder.



MRS. RUTH D. MAURER

Mrs. Maurer first became interested in cosmetics and beauty culture by contributing beauty hints to Chicago papers under the name of "Emily Lloyd." So numerous were her inquiries regarding creams, lotions, etc., that as a natural result she decided to try the manufacture of them according to her own formulas. This was about twenty-five years ago. Her first laboratory was in the basement of her home at LaCrosse, Wis., where she prepared her beauty creams in a double boiler. The business grew by leaps and bounds and the logical conclusion was the establishment of schools to teach her own methods of treatments. The growth of both undertakings is one of the outstanding features in the cosmetic industry. So far as we know, the Marinello Company is the only institution of its kind in the United States that was founded and built up by a woman that does a business national in scope and amounting to millions in annual turnover. Mrs. Maurer also has to her credit many text books on practical beauty culture, including the use of electricity in this field.

For some time she has been contemplating a much needed rest and vacation. The greater part of her vacation will be spent at her summer home at Long Beach. Later she anticipates continuing her experiments in the development of new ideas in the cosmetic field.

**Theonett & Co., Chicago**, manufacturer of artificially flavored and colored fruit concentrates, have been exonerated by the Federal Trade Commission from the complaint that they were using false and misleading advertising.

The recently organized company of Frieda Hempel, located at 225 West 57th street, New York City, and incorporated for the manufacture and sale of a complete treatment line, made up of twenty-four preparations, have started the distribution of their products throughout the United States. Its creams, lotions, powders, and other products are the preparations that Mme. Hempel chose for her own personal use some years ago, a fact in itself that should speak well for the line.

The company is under the directorship of Mme. Hempel, who will take an active interest in its development; James C. Penny, Jr., Charles D. Newton, Dr. Roger Cavaillès, of Paris, I. M. Taylor, Paul McGannon and Innes Henry, with Mr. Taylor as president and Mr. Newton as vice-president.

Mme. Hempel, sponsor of the line and for whom the company is named, needs no introduction as she is known to everyone as a leading soprano of the Metropolitan Opera Co., New York. She is also well-known as soprano with the Chicago Opera Company, the Royal Opera Co., Covent Garden, London; Grand Opera, Paris; Royal Opera, Berlin; as well as at other foreign capitals. The past few years she has sung chiefly in concert, radio, and as the principal soloist with the Boston Symphony, New York Symphony, Philharmonic, Philadelphia Symphony, and others.

Mr. Taylor, president of the company, is making his debut in the cosmetic line with Frieda Hempel, Inc. However, as a member of the Pettingill & Co. Advertising Agency staff with varied advertising and merchandising experience, he has perhaps a wider knowledge of the field than one connected solely with a cosmetic house.

Dr. Roger Cavaillès, chemist, has his headquarters and laboratory in Paris. He comes of a long line of chemists specializing in cosmetic and beauty products, the laboratories of the family having been established in 1770. Dr. Cavaillès supervises production in all the Frieda Hempel laboratories.

As director of sales the company has secured Thomas La Prelle, who has been connected with the cosmetic industry for many years. He is perhaps best known as sales manager for Mury Perfumes and more recently as sales manager with R. Louis. Assisting him is A. A. Williams, also associated with Mr. La Prelle at R. Louis. Prior to that he was for many years with E. R. Squibb & Sons.

\* \* \* \*

Control of the H. Michelsen Company, located at 42 Hudson street, New York City, manufacturer of bay rum, returned July 17th to its founder, Henry W. C. Michelsen of Belvedere place, Yonkers, after three years of litigation. A recent court decision upheld Mr. Michelsen's contention that he was induced to sign the contract by fraud, deceit and undue influence when he sold a controlling interest in the corporation in 1926 to Vincent Demartini, New York druggist and banker.

County Clerk Decker turned over to Mr. Michelsen's counsel 51 per cent of the corporation's stock on July 17th. Mr. Michelsen, who is eighty-seven, founded the company in 1880.



MME. FRIEDA HEMPEL

A plan of co-operative merchandising, comprising eight nationally advertised products, has been launched by the Kiefer-Stewart Company, wholesale druggist, Indianapolis. The company has arranged to distribute to the retail trade two counter display racks for showing jointly the related products of the Barbasol Company, the Bristol-Myers Company, the Colgate-Palmolive-Peet Company, the Gillette Safety Razor Company, the F. F. Ingram Company, Lehn & Fink, Inc., the Prophylactic Brush Company and E. R. Squibb & Sons. Distribution will be carried on by means of a hook-up with independent wholesale druggists in all sections of the country.

The plan provides for the payment to the retailer of rent, in free goods, by the manufacturers whose products are displayed. The display fixtures are adaptable to any packaged products. Retailers taking this service will be supplied with window signs and price tags for use with the articles displayed.

G. Barret Moxley, president of the Kiefer-Stewart Company, says that it has booked wholesalers' order for 10,000 of the display units, their compactness and general appearance obtaining considerable favor.

\* \* \* \*

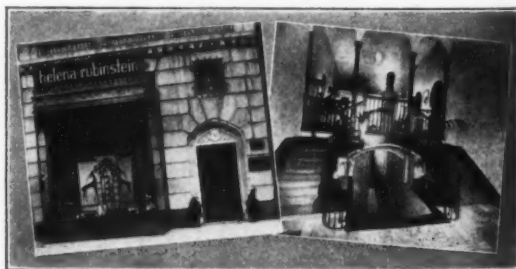
The Odo-ro-no Co., Inc., which was recently taken over by the Northam-Warren Co., has moved its offices from Cincinnati to 191 Hudson street, New York City.

\* \* \* \*

The new Boston salon of Helena Rubinstein, Inc., was opened recently at 77 Newbury street. The architectural design, while of a modernistic tone, is both conservative and dignified. The spacing of the interior and the lighting arrangements tend to create the effect of modernity and leisure with massive carved furniture to lend depth and beauty to the decorative rhythm.

Two additional Rubinstein salons will be opened in the near future, probably in September, in Detroit and Toronto. The location of the Detroit salon has been chosen in the Woman's Colony Club, Park avenue and Montcalm street.

The Toronto salon will be the second major step in the expansion of the Rubinstein products in Canada, laboratories having been recently opened in Toronto. Since the beginning of operation of the new Canadian laboratory the prices



EXTERIOR AND INTERIOR OF NEW RUBINSTEIN SALON

of Rubinstein preparations in Canada have been reduced to the American level, as a greater inducement for more extensive consumption.

In design and equipment the Rubinstein salons in both these cities will be representative, each in unique form and of the same character as Mme. Rubinstein's well-known salons in Europe and America.



C. C. Concannon, chief of the Chemical Division, Bureau of Foreign and Domestic Commerce, is now abroad. He attended the convention of the International Advertising Association held at Berlin, Germany, August 12 to 15 and delivered a very interesting address on "Marketing American Chemicals" before that international body.

\* \* \* \*

**Restrained modernism is the feature predominating in the new salon of Lucien Lelong, located at 655 Fifth avenue, New York City.** The silver and gray decorations with an added touch of lavender against a background of chartreuse forms a very pleasing and restful color combination as well as an artistic setting for the novel and distinctive display cabinets.

Lucien Lelong has recently been incorporated with Lucien Lelong as the largest stockholder, and all operations are independent of any other company. The merchandising policy, as outlined by Donald S. Cowling, in charge of sales, is to confine the products to a few selected stores. In one place a department store may seem to be the best medium in which to place the line; in another, a drug store, and in still another, neither may be quite suitable, and here jewelry shops will be sought as the logical place for display.

In developing the sales of the company, Mr. Cowling, in charge of this department, is sending out four salesmen: Arthur M. Green, to cover the Eastern territory; Frank Manning, the Midwest, and Leo Stein, Denver and the West. The Southern territory has not yet been assigned. Co-operating with each salesman is a trained demonstrator.

As is indicated above, the policy of the company is not to sell to the jobber but to the retailer direct, who will be given complete co-operation in placing the line before the public. Display cases, as well as suggestions for methods of display, will be furnished where desired. In many instances the various perfumes will be featured along with the type of dress to which they are suited.

Backing up this sales campaign are the attractive and unusual advertisements appearing in the magazines. As a permanent asset to the company in securing these different effects in advertising, Gustav Jensen, an internationally known artist and illustrator, has been retained.

Mr. Cowling has long been associated with the cosmetic



VIEWS OF NEW LUCIEN LELONG OFFICES

industry, and is known throughout the country, not only for his sales connections with George Borgfeldt & Co., Bourjois, Inc., and D'Orsay, but also as editor of *Toilet Requisites*. As sales manager of Lucien Lelong he will divide his time between the New York office and traveling to keep in close touch with the work of the different salesmen and the development of sales.

Joubert Cie., Inc., dealers in perfumes, has leased a floor in the building at 24 East 22nd street, New York City. Fred Fox & Co. were the agents.

\* \* \* \*

Edwin S. Cramer, who has been with Pierre, Inc., since they commenced the distribution of their products in the United States a little over a year ago, has been made



© B & S

EDWIN S. CRAMER

general manager for the company with headquarters at the new offices on the eleventh floor of the building at 39 West 57th street, New York City.

Mr. Cramer has been connected with the cosmetic industry for more than sixteen years, first as representative for the Mirodena line, later with the Frank M. Prindle Co., selling Veolay products, for which the company was the American representative. Immediately preceding his uniting with Pierre, Inc., he was sales representative for Guy Gibson. Mr. Cramer is widely known throughout the trade through his connections with these firms and his general popularity is evidenced in his being elected vice-president of the Foragers. Since the organization of Pierre, Inc., he has been specializing in selling department stores in the Eastern territory, including Boston, Philadelphia, New York and Washington. As is apparent, his record has been enviable, with the result that he was called to New York to take over the position of general manager for the company.

\* \* \* \*

Miss Georgia O. George, manufacturer of Hair-A-Gain preparations and Mask-O-Uth is at present in California, after an extended trip through the West and Middle West in the interests of her preparations. Leaving New York, May 26th, Miss George joined her sales force in Chicago, from there she went to St. Louis to give radio programs and then on to Kansas City for radio lecturing. Other broadcasts were made in Salt Lake City and in Denver and at the latter place a lecture was given which was very well received. From Denver she left for the Coast, visiting Seattle, Portland, San Francisco and Los Angeles.

\* \* \* \*

William Kropff, president of Mulhens & Kropff, Inc., New York City, with Mrs. Kropff, is spending the month of August at Crawford Notch in the White Mountains. Daniel J. Mulster of the same company has just returned from two weeks at Indian Lake, Sharon, Conn., where, with Mrs. Mulster, he enjoyed the fishing and other attractions of this resort. William F. Kropff, vice-president of the company, is oiling up his guns and preparing his fishing tackle for a vacation to be spent at Metabetchouan Fishing and Game Club at Kiskisink, Que., where he will spend some time during the moose hunting season. We hereby apply for a head to decorate the editorial sanctum.

\* \* \* \*

The Southern Specialty Company of New Orleans manufacturers and wholesale distributors of extracts, have acquired property at Patterson, La., and will erect a plant on the site at an early date.

**Clarence Frederick Booth**, perfumer of the Larkin Co. Inc., Buffalo, N. Y., died at his home in that city, July 28. Mr. Booth was born Jan. 7, 1854, at Newport, R. I. At an early age he worked in Boonton, N. J., later attending the New York College of Pharmacy, graduating with the class of 1876.

He was associated with the old house of Tarrant & Co., New York, for many years as perfumer and pharmacist, also A. A. Vantine & Co., later entering the perfume business for himself at Norwich, N. Y., succeeding which he joined Larkin Co. as perfumer and pharmacist Aug. 1, 1904, being associated with them until 1924 when his health caused him to become inactive.

During his twenty years of active service with Larkin Co., Mr. Booth built up a large and flourishing perfumery department, and in the words of Mr. Larkin "he was a real artist along his line, and his knowledge and skill were far reaching in the perfume part of our business." Mr. Booth had a personality which impressed itself on those with whom he came in contact, and although not over effusive with strangers, he was a real friend to those whose privilege it was to know him.

Mr. Booth was married in 1883 to the late Annie E. Maphet of Newport, Kentucky, and is survived by a sister, Mrs. Lillian Booth of Brooklyn, and seven children, all of Buffalo, Mrs. E. B. Smith, Frank M. Booth, Mrs. A. C. Finley, Mrs. Arthur J. Smith, Donald S. Booth, Earl L. Booth, and Miss Emily G. Booth.



THE LATE C. F. BOOTH

**Lambert-Fesler, Inc.**, has recently been organized as a result of former officials of the Lambert Pharmacal Co. acquiring Dew Deodorant from the Geo. C. V. Fesler Co. No change in the policy of the Dew Deodorant is contemplated but the advertising campaign will be greatly enlarged. The laboratories and office of the newly organized company will be located in Del Monte Way, St. Louis. The officers are Marion L. J. Lambert, formerly of the Lambert Pharmacal Co., president; George C. V. Fesler, former owner of Dew, vice-president and director in charge of publicity and foreign department; C. F. Montgomery, formerly in charge of sales of Lambert Pharmacal Co., secretary and director of sales.

**Manufacture of soaps and cleansing compounds, washing powders and similar products** will be the function of Queen Cleaner Company, newly organized concern at Winston-Salem, N. C., Incorporators are Charles H. Neal, William A. Blair and E. W. O'Hanlon. Authorized capital is \$50,000.

It is understood that the company plans to begin business at once, the charter authorizing operation when \$300 has been subscribed.

**Hermanos Muyale, manufacturers of soaps and perfumes**, formerly located at Estado Falcon, Dabajuro, Venezuela, have moved to Calle Acueducto No. 21, Coro, Estado Falcon, Venezuela.

At a meeting of the board of directors of the Marinello Company and the National School of Cosmeticians, held early in July the resignation of Mrs. Ruth D. Maurer as president was accepted with regret to take effect July 1st. Neal R. Andrews, formerly vice-president and managing director of the Marinello Company, was elected president of both companies. Richard A. Clark, formerly second vice-president, becomes first vice-president. Ralph Evans remains as secretary and treasurer of the company.

The company also announces that there will be no change in executive policy of the Marinello Company or of the National School of Cosmeticians.

\* \* \* \* \*

**The Lehn & Fink Products Company and subsidiaries** report net profits for the first half of the current year of \$923,116, after Federal taxes. This is equivalent to \$2.20 a share on the 419,166 shares of common stock outstanding. For the same period of last year the company reported net profits of \$1,052,326, or \$2.51 a share, on the common stock now outstanding.

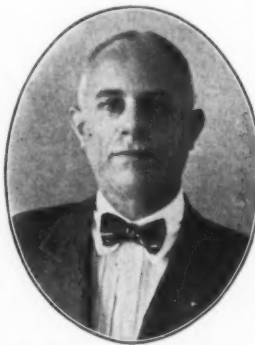
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**R. M. Alderman**, who has been advertising manager of the Pompeian Co., Cleveland, now a part of Colgate-Palmolive-Peet Co., has joined the Cleveland office of H. K. McCann Co., advertising agents as an account executive. He was also formerly with Fuller & Smith and the P. A. Geier Co., of Cleveland.

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**T. Walter Carman**, president of the Baker Extract Co., Springfield, Mass., died suddenly at the Parker House, Boston, on July 29. Mr. Carman, who was on a business trip to Boston was found dead in his bed. He had been under the care of physicians for heart trouble for some time.

He joined the Baker Extract Co. at the age of 21 and through his native ability and application to his duties rose rapidly, becoming its president several years ago. He was active in the affairs of the Flavoring Extract Manufacturers' Association, serving on the executive board during the years 1917-18 and 19 and as a vice-president from 1922 to 1925.



THE LATE T. W. CARMAN

He was active in fraternal and club affairs as a member of the Elks, I. O. O. F., Masons, Ancient and Honorable Artillery Company, Longmeadow and Springfield Country Club, Springfield Rotary Club, Springfield Automobile Club, Nayasset Country Club and the Colony Club of Portland.

Mr. Carman leaves a widow, Mrs. Flora L. Carman. His loss will be felt not only in his own company for whose progress he had done so much but by the entire flavoring extract industry.

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**The Vicar of Romford, England, the Rev. H. C. Robins**, recently declared the new Romford School swimming bath open by sprinkling some bath salts in the water. The principal explained that champagne was far too expensive for the purpose and that bath salts would be equally appropriate.

Before our next issue reaches its readers, McCormick & Co., Baltimore, Md., will have celebrated its fortieth anniversary. It was on September 2, 1889, that Willoughby M. McCormick inaugurated the business which in forty years has grown to be an enterprise of not only nationwide but world-wide importance. He started with his own savings and some borrowed money as his capital and rented a small room, a cellar and a patch of back yard. His employees numbered three, two girls and a colored boy. They manufactured Bee Brand flavoring extracts, and a line of grocery drugs.

The business prospered and about three years later they were compelled to move to larger quarters in order to take care of the orders they received. Mr. McCormick would help in the manufacturing departments for a part of the day and spend the rest of his time calling on customers. They expanded steadily and were compelled to move to larger quarters a third, fourth and fifth time. The sixth move brought them to Concord and Pratt streets in the Fall of 1903; but five months later the building was burned in the great fire of February, 1904. Everything in the building was destroyed, even the contents of the vault.

In the characteristic McCormick manner they set out at once to rebuild on the same site, and the plant of McCormick & Co. was the first large building completed in the burned district. Inside of two years they had to go outside again to find more space and rented additional room; but it was unprofitable to have the plant divided and they decided to build again. They bought the property at Light, Barre and Charles streets where they erected the modern nine story, fire-proof building which they now occupy. It was completed in 1920 and the move into the new quarters was made in January, 1921. This fine new building houses the largest business of its kind in the United States. The building comprises 12½ acres of floor space and contains a completely equipped private printing plant, analytical laboratory, machine shop, assembly hall and cafeteria.



WILLOUGHBY M. MCCORMICK

A private railroad siding permits economical handling of rail shipments and the proximity of the docks permits quick handling of shipments by water. Teas from India, Ceylon, China, Japan and other parts of Asia are brought in here; vanilla beans from Mexico and islands of the East, lemon and orange oil from Sicily, and raw spices from every corner of the globe are brought into this great house to be cleaned, ground and packed for the American housewife. McCormick & Co. still manufacture flavoring extracts under the Bee Brand label, the same name with which they started out.

Branch sales offices have been opened in Philadelphia, Pittsburgh and New York but the headquarters and factory have always been in Baltimore. The plant's daily capacity is tea, 18,000 packages; spices in cartons, 45,000 packages; and extracts, 140,000 packages. The aggregate cost of the machinery required for this work is nearly \$450,000.

For its employees, McCormick's first thought is safety and comfort. The employees of the McCormick plant are given a physical examination periodically. In order to promote better health among the employees and to keep them from stinting their appetites in the interest of economy, a cafeteria was established in the plant, where wholesome food is served at cost.

An interesting feature of the McCormick enterprise is its excellent home economics department to promote research, experiment, and distribution of information regarding spices, extracts, and teas. A vast wealth of information is disseminated by this department, to teachers who wish to increase their own knowledge and that of the pupils concerning spices and teas, their history, geography, and romance.

The personnel has grown from three to five hundred, including one hundred and twenty-five salesmen on the road. Willoughby M. McCormick is still the leading spirit of the House and the beloved president of the corporation, active, progressive and hard working, but at the same time vitally interested in every one of his employees.



A VIEW OF THE MCCORMICK &amp; CO., PLANT AT BALTIMORE

Les Parfums de Molyneux of Paris have recently opened an American office in New York City. This branch office and display room located at 41 West 57th street, carries out in detail the color and layout scheme practiced at the Paris house. The predominating gray shades of the walls, carpets, and draperies is enlivened by the different colored Molyneux products in the glass show cases. This is rather a unique method not only of giving color to the display room, but also as a method of packaging. The three perfume odors have their distinctive shade of package and this is carried out throughout the entire line; the gray and silver container for *Le Parfum Connu*; the beige for *Fête*, *© B & S* and *Capucines* for *Vogue*.



A. GORDON DEFRIES

Captain A. Gordon Defries, vice-president and treasurer of the company, is directing these American offices with Al Rosenfeld assisting as general sales manager. However, M. Molyneux, head of the Paris concern, with factory at Neuilly, is keeping in close touch with the development of his American branch and will visit this country from time to time to personally supervise the progress of the company.

The American company, Les Parfums de Molyneux, Inc., was incorporated about four months ago and commenced an intensive distribution campaign of their products almost immediately. Mr. Rosenfeld, who recently returned from a seven to eight weeks' trip through the Middle West and Pacific Coast, was very much pleased with the reception of the company's products, and especially with one item, a package containing perfume and a specially patented atomizer. The distribution of these Molyneux products is restricted to the drug and department stores in this country.

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**Sharp & Dohme, Inc.,** pharmaceutical manufacturer, Baltimore, has made an offer of cash and stock for the outstanding stock of the H. K. Mulford Company, Philadelphia. The directors of the Mulford company have unanimously approved the proposal and have recommended to all stockholders the deposit of their shares with the Tradesmen's National Bank & Trust Company, Philadelphia, for completion of the transaction.

The offer made by Sharp & Dohme would give the Mulford stockholders three-fifths of a share of the \$3.50 preference stock of Sharp & Dohme, Inc., and \$61.50 in cash for each share.

The recently reorganized corporation of Sharp & Dohme, Inc., has an authorized capitalization of 500,000 shares of \$3.50 cumulative convertible series A voting preference stock and 2,000,000 shares of voting common stock. Irrespective of the Mulford transaction, 162,500 shares of preference stock and 485,000 shares of common are shortly to be issued. The directors have authorized the issuance of the preference stock quota at \$62.50 gross. Proceeds from the sale of not more than 72,000 of these shares and of 260,000 shares of the common stock (a total of \$13,500,000), together with 225 shares of common stock, will be exchanged for the properties and other assets of the former Sharp & Dohme Co.

**Neet, Inc.,** has been formed as a new company to acquire the assets and business of the Hannibal Pharmacal Company, manufacturers of a depilatory. The stock, Class A shares, were listed on the New York Curb Exchange July 25.

The sale of the company to a group of New York bankers for \$1,534,729 July 1 became known at a hearing before Circuit Judge Sale, in St. Louis, July 24, when Mrs. Natalie E. Frier, widow of the founder of the company, together with her father, W. H. Ely, sued to recover stock in the company which they allege they were induced to sell to Rollo Lawry, president of the company, at less than its real value. Judge Sale, on July 26, ordered Mr. Lawry to return to Mrs. Frier forty-six shares of the Hannibal company stock or else pay her an additional \$147,500 plus interest within ten days. Mr. Ely seeks to recover nineteen shares sold to Mr. Lawry for \$44,000.

Mr. Lawry, who for many years was president of the Hannibal Pharmacal Company, will be president of the new company.

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**Stein Cosmetics Co., Inc.,** now located in their new offices at 51 Madison avenue, New York City, have announced the appointment of Alexander Moodie as sales manager. Mr. Moodie has had long experience in the cosmetic field, having served as sales manager for V. Vivaudou, Inc., and before that for Marie Earle. Co-operating with Mr. Moodie is a new sales force which will cover the entire United States.

A comprehensive national advertising campaign embracing large space in many outstanding publications, particularly the theatre magazines, to emphasize Stein theatrical make-up, and the general magazines to feature the general line of creams, face powders, etc.

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**E. R. Squibb & Sons** have announced that their common stock earned \$2.40 in 1928 as compared with \$1.69 in 1927.

\* \* \* \* \*

**H. E. Szama,** formerly export manager of the House



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H. E. SZAMA

of Tre-Jur, has been appointed director of foreign sales for Marinello, Inecto, Notox and associated companies. Mr. Szama sailed on the *Bremen* on July 27th, and during his sojourn in Europe, he will personally supervise the advertising and merchandising campaign, and also establish a Central European Office in Berlin, Germany.

Rudolf Mosse, Inc., New York, have been appointed the advertising agents to handle the foreign advertising campaign which will be launched abroad in the very near future.

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**Robert Hanvey,** for the last four years a member of the service department of the Chicago office of Lord & Thomas and Logan, Inc., has become assistant advertising manager of the Colgate-Palmolive-Peet Company.



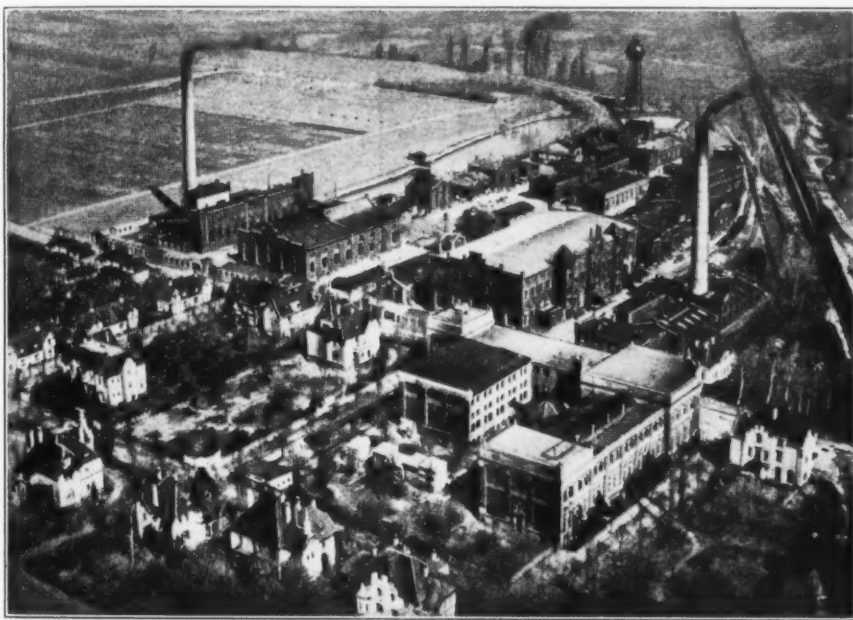
On the 31st of August, Schimmel & Company, A. G., Miltitz near Leipzig, Germany, formally celebrates one hundred years of existence, a jubilee which is rare in the essential oil industry.

The firm was founded in 1829, the name then being Spahn & Büttner. In 1854 the title was changed to Schimmel & Co., the owners being Hermann Traugott Fritzsche and Johann Erdmann Ferdinand Sechtling. In 1868 and 1877, the two Fritzsche sons, Hermann Traugott and Ernest Traugott, respectively, were taken into the firm and thereafter the business grew to very large proportions.

On August 31, 1883, after sixty years of continuous business activity, Hermann Traugott Fritzsche, Sr. retired to private life, and in 1900, Karl August Fritzsche and in 1906 Johannes Paul Fritzsche became members of the firm. Both were sons of Hermann Traugott Fritzsche. In 1911 Johannes Paul Fritzsche resigned and Hermann Fritzsche, eldest son of Ernst Fritzsche took his place.

ment of Paul Traugott Fritzsche. In 1899, sales offices were established in London, in 1902 in Berlin and in Hamburg in 1903. In 1905 the firm founded its own lavender oil distillery in the Barrême district in Southern France and made improvements in the methods of distillation which were soon adopted by others.

In the year 1927, Schimmel & Company, A. G., purchased the firm of E. Sachsse & Company, Leipzig, and their business form was then changed to a limited company (Familien A. G.). They also took over the Sachsse branch located in Liesing, near Vienna, and increased its capacity. In 1929, they bought the firm of Anton Deppe Söhne located in Hamburg. That is now operated as a branch factory of Schimmel & Company for the production of such specialties as thymol, borneol, etc. In addition to this, the firm also operates a factory in Celje (S. H. S.) and in Budapest, Hungary. Karl Fritzsche, who bears the state-granted title of Councillor of Commerce, is chairman of the board and



THE SCHIMMEL PLANT AT MILTITZ, NEAR LEIPZIG, GERMANY

During the early years of its existence, the firm dealt principally in drugs, the manufacture of essential oils; essences being a sideline. In 1873 the firm moved from Halleschestrasse in Leipzig, where offices and salesrooms were located, to 7 and 9 Berlinerstrasse, where a factory was maintained. Continued growth of the business in the year 1911 necessitated larger quarters and the firm moved to Miltitz near Leipzig.

Expansion of the business was continuous and even as early as 1869 it was necessary to enlarge the factory and install auxiliary machines for the grinding of raw material for distillation. In 1879, strict scientific control of the finished products was started through the establishment of a research laboratory, the first in this industry.

In 1871, the firm opened a branch in New York City, in 1874 in Prague, Austria, and in Bodenbach on the Elbe in 1898. The New York branch was under the direct manage-

Hermann Fritzsche is the director, these two constituting the entire board.

The organization is too well known to make it necessary for us to describe the position which it occupies in the essential oil and aromatic chemical industry. The scientific part of the establishment has been guided by a number of eminent men among whom we mention Julius Bertram (1878 to 1900), Carl von Rechenberg (1883 to 1917), Eduard Gildemeister, author of the classical work "The Volatile Oils," and Heinrich Walbaum, well known worker in the domain of flower oils and their synthesis. The firm has done a great amount of pioneer work in the chemistry of essential oils and its "Annual Reports" are practically text-books on all up-to-date knowledge of the industry.

We take this opportunity to wish the enterprise and its owners the continued success both here and abroad which it so well merits.

Louis Rapin, vice-president of Antoine Chiris Co., New York, returned on the *Paris* July 30th from a visit to Europe. Mr. Rapin spent most of his time in Paris and Grasse at the offices and plants of Etablissements Antoine Chiris. His comments on the condition of the Grasse flower crops are particularly interesting.

He says that the damage caused by the severe cold in February has not been exaggerated; of the many beautiful eucalyptus trees which were an ornament all along the Mediterranean coast, he saw not a single one alive. Cultivated mimosa has suffered badly. In some districts, a large number of orange trees has been totally destroyed but in some others, the trees which did not bear any crop this year will certainly survive. Naturally, this year's crop of flowers has been almost nil. The roses did not suffer and a good quantity has been available throughout the season.

Jasmin, according to Mr Rapin, will be a good sized crop and prices, which have already been low for the last two years, seem to be now fairly established. Costs of production on account of the scarcity and high cost of labor leave little for the growers while the quantities available prevent any material rise in price in spite of these high costs. Lavender is expected to be a good normal crop and prices will remain at reasonable levels in Mr. Rapin's opinion. The costs of harvesting are high enough to prevent any decline and the average prices of the last years will probably prevail.

Mr. Rapin has been mostly interested by the large experimental plantations of Chiris at Le Vignal and L'Abadie, where his friend, M. Karleskind, one of the best known botanists and agricultural engineers of France is simply working marvels—new plants, new hybrids, improved methods of cultivation, all that can produce more securely and at a lower cost the old and some new materials.

L. S. Glichitch, another colleague, who has come to the first rank as a research chemist, showed him the rough copy of a booklet which will summarize the most interesting part of the scientific efforts of Chiris. An English edition will appear shortly.

On the whole, Mr. Rapin reports a very satisfactory and pleasant trip and returns well pleased with the outlook for expanding business during the coming season.

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Frederick C. Thiele, vice-president of P. R. Dreyer, Inc., New York City, made considerable use of his automobile during his vacation traveling through the Pocono Mountains and Pennsylvania, and well into upper New York State. Orrin C. Isbell, secretary of the company, and Mrs. Isbell, are also enjoying their vacation at West Boothbay Harbor, Me.

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Anchor Cap and Closure Co., Brooklyn, N. Y., is erecting a six-story building as an addition to its present plant as a home for the American Metal Cap Co. branch which was absorbed a few months ago. It is expected that the new building will be ready for occupancy by January 1.



© R & S  
LOUIS RAPIN

George H. Neidlinger has sold his interest in the Peerless Tube Company to Frederic Remington, engineer and factory manager of the plant in Bloomfield and is doing this so as to have less work and more time to travel. He is to remain an officer and a director of the company for a period of years in charge of sales, so that his old friends will continue to see him as in the past.

More than twenty-five years ago, Mr. Neidlinger, after three years work, invented the decorated tube and for many years was the only maker of these containers, now in universal use. He organized the Peerless Tube Company and has been its president ever since it started in business.

Mr. Neidlinger's boys are in other lines of business—one is an architect in Boston and the other a builder in New York.

Mr. Remington was born in Philadelphia; is an engineer by profession, serving with various railroads and following naval service during the war became a plant superintendent for the Bond Manufacturing Company, Wilmington, Delaware, manufacturers of collapsible tubes, afterwards going on the road for the same company, remaining with them for a number of years.

He has a very large number of friends throughout the United States, who are wishing him every possible success as president of this very old and well-known company.

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Following a trip to Tampa recently by Warren E. Burns, of New Port Richey, Fla., and a conference with Henry King, director and producer of Artists-Inspiration Pictures, Inc., a visit was made by Mr. King to New Port Richey with the thought in mind of selecting that city as the place suited to the filming of his next picture.

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Burnell R. Tunison, vice-president and director of the American Solvents & Chemical Corporation, New York City, died August 8 following an operation for appendicitis.

Mr. Tunison, who was one of the best known and most popular men in the industrial alcohol industry, was born in San Francisco, Calif., December 13, 1892. He was educated in the University of Southern California from which he received a bachelor's degree in chemical engineering and in 1916 a master's degree in the same subject. His first business experience was in the field of petroleum refining, where he conducted research for two years and in 1918 he joined the staff of the U. S. Industrial Alcohol.

With the establishment of the American Solvents & Chemical Corp., in 1926, he became associated with that company as vice-president and director and was largely instrumental in the successful development of that corporation.

Mr. Tunison was a thirty-second degree Mason and a member of the Shrine. He was also a member of the Society of Automotive Engineers, the American Institute of Chemical Engineers and the Chemists Club of New York. He leaves a widow, Mrs. Joe Chamberlain Tunison, two children and his parents. Burial was at his former home in California.



THE LATE B. R. TUNISON

In the unromantic city of North Tonawanda on the Niagara River, in what is known as the Niagara industrial frontier, is located the plant of General Plastics, Inc., manufacturers of Durez. Ten years ago, in a very small niche in the wall, Harry M. Dent began his manufacture of phenolic compounds. The way was by no means easy, but as the field was one of exceptional promise, by virtue of hard and persevering work success was finally assured. It was not many years before the "niche in the wall" plant moved into larger quarters, followed by a final move to the newly erected and modern General Plastics plant.

Entering the manufacturing department, the immediate impression is one of spaciousness, for the plant is practically

and engineering skill which has made the rapid growth of this organization possible, and through the rapidly expanding program the organization has continuously increased its personnel. At the present time it has just completed a new administration building and is erecting two additions to the manufacturing plant. Offices have been established in the larger cities, New York and Chicago, and the company is represented on the Pacific coast by Clapp & LaMoree in San Francisco and by Gaston E. Marbaix in Los Angeles.

Durez, the company states, is a phenolic resin which softens under the influence of heat in the mold, and at a pressure of 2000 pounds per square inch will flow into the most intricate form. Further application of heat at approxi-



THE PLANT OF GENERAL PLASTICS, INC., NORTH TONAWANDA, N. Y.

on one floor with very high ceilings. The manufacturing buildings have approximately fifty thousand square feet of floor space. It is quite evident that considerable thought has been given to the plant lay-out, and to the most economical routing of the raw materials through the factory. The resin-compounding building contains a number of large iron mixing kettles, which are steam-heated and supplied with the necessary condensers, gauges, etc. It is in these kettles that the phenolic resin, which is the basis of Durez molding compound, is made, the nature of which is maintained as a trade secret by the organization. A completely equipped laboratory, both for plant operation control and for making physical tests upon the finished molded goods is maintained. It is the apparent combination of good business management

mately 350° F., still under pressure, will rapidly harden the material so that in a very short time the article will become thoroughly hardened so that it can be removed from the mold without cooling. The article is then completely finished and is not affected by any subsequent heating. The show cases of the company include hundreds of widely varied articles in almost every line of manufacture. As will be seen from photographs in the advertising of the company, household articles, industrial equipment, automotive parts, radio, telephone, stove and bathroom fixtures, etc., are some of the many uses of Durez. The packaging exhibit includes innumerable tooth pastes, shaving creams and bottled products of diversified lines, including many of the pharmaceuticals, such as lotions, perfumes, etc.

**Baronet Mills, Inc., College Point, N. Y.,** has moved its factory to new quarters on the second floor of the building where its plush mill is located. The addition affords 2,500 square feet of floor space and at the same time consolidates manufacturing under one roof on two adjacent floors.

The new plant is long and narrow and the lighting and ventilation facilities are excellent. To take most advantage of the natural lighting, the interior is finished in white, and every facility is afforded to insure sanitary conditions.

Floor space is also available for further increase in manufacturing facilities to take care of an expansion of 25 per cent over the present maximum capacity. The mills are working on a twenty-four hour a day schedule on half the equipment and thirteen hours a day on the other half.

The growth of the company is due largely to the energy of A. A. Slade, president and general manager, who makes his headquarters at College Point.

In a recent communication received from The Trade Laboratories, Inc., of Newark, N. J., we are advised that one by one the various members of the firm are playing. The first of the officers to take his accustomed summer holiday was Chas. Stockfleth, treasurer, who spent considerable time doing some deep-sea fishing at Beach Haven, N. J. H. L. G. Dalrymple, secretary, has been on an extensive motor trip through Canada. J. C. Brush, president, is following in the line of Mr. Stockfleth, and will leave about September 1st for his usual fishing trip in the Adirondacks. Here there is plenty of excellent fishing and Mr. Brush will devote himself to his favorite sport.

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**E. A. O'Shaughnessy, vice-president of the Rossville Commercial Alcohol Corporation, New York,** accompanied by his family, has been enjoying Summer activities at Newport, R. I. As Mr. O'Shaughnessy is an enthusiastic motorist, the trip was made by car.

The Dodge & Olcott Company, founded in 1798, announce the sale of their building at 87 Fulton street, which the company erected over twenty-five years ago and has since occupied. This announcement is the more interesting since the firm, although one of the oldest houses in the United States, has, during its existence of one hundred and thirty-one years, changed its business location only five times during that long period.

In 1798 the founder of the house opened its doors at 128 Pearl street which at that time was a semi-residential district, but soon thereafter, in 1801, larger quarters were required and these were found in the main district at 43 Fulton street, where the firm remained until 1842 when once again more room was required and a change was made to 188 Pearl street. This street had in the meantime become one of the most important ones in New York and after a stay of over twenty years, or until 1864, Dodge & Olcott, as the house was then known, again needed larger facilities for the transaction of their business and moved into the two buildings, 86 and 88 William street.

Now, in order to take better care of the ever growing business of this firm, larger and more modern quarters are required. A lease for a long term of years covering the three upper floors of the seventeen story building at 180 Varick street, now in the course of construction, has been consummated and it is expected that not later than May 1st, 1930, the business of Dodge & Olcott Company will be housed at its new location.

\* \* \* \*

The Institut de Beauté de Paris has recently incorporated in the United States under the name Klytia Corporation, with offices at 545 Fifth avenue, New York City.

The products which were originated thirty-six years ago by Mme. Valentin le Brun, include a complete treatment line. Albert Raimon, formerly chemist and perfumer for the company and in charge of developing the products in the Paris laboratories, is now in this country and will remain here permanently as president of the Klytia Corporation. Mme. Alleen Faye, who perhaps is better known as Mlle. Jeanne, the well-known lecturer and representative for the past seven and one-half years for Helena Rubinstein, is vice-president. Mme. Faye will have charge of the Eastern territory and also of Chicago and vicinity. Assisting her is Miss Juanita Rohas, who has been connected with Elizabeth Arden for about three years. Cooperating with Mme. Faye, in Chicago is Miss Arabelle James formerly with Dorothy Gray.

At the present time the company has two salesmen, G. H. Faye and Charles M. Welch; the latter formerly with Houbigant. It is the object of the company to place the treatment in the various department stores throughout the country, with the possibility of later opening in New York a salon similar to the ones they now have at Cannes, Vichy, Monte Carlo, etc. At present they have a small treatment room at their offices in New York for the purpose of instruction chiefly.



MME. ALLEEN FAYE

Gerard J. Danco, who has been connected with the essential oil industry for eleven years, eight of which were in the United States, has been elected vice-president of Compagnie Parento Inc., Croton-on-Hudson, N. Y.

During his undergraduate days at the University of Turnhout he joined the Secret Service in Belgium during the German occupation, serving in that branch of the service



GERARD J. DANCO

to the end of the war. While in college he held the hand ball championship for three years. After graduation in 1918 he undertook consulting work for perfumers in Brussels and Antwerp. After the armistice he entered the army, serving as secretary to the Colonel in charge of the automobile division in Germany for over a year. He was also captain of the division's soccer football team which won the championship in 1920.

In January, 1921, he came to the United States where he entered the raw material industry as perfumer and manager of a factory in New Jersey. In October, 1927, he joined Compagnie Parento in charge of the New York office. Mr. Danco resides in Morristown, N. J., where he spends much of his spare time motoring and playing tennis.

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Abel I. Smith, general counsel for the American Manufacturers of Toilet Articles, has returned from a vacation spent in Montana. Mr. Smith reports that he did most of his hunting with a movie camera and secured excellent pictures of moose, elk and grizzly bears. He also did some fishing but refuses specifications of the catch, saying no one would believe him if he did tell about them.

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First commercial production of ethyl alcohol from ethylene has been accomplished in this country by The Carbide and Carbon Chemicals Corp., Charleston W. Va., according to an announcement made by Prohibition Commissioner James M. Doran. The company secured a special permit for experimental manufacture by this process which has been known in the laboratory for some time but not before worked commercially.

Dr. Doran, in his statement, asserted that the company had manufactured approximately 48,000 proof gallons of purified ethyl alcohol which it had denatured and used in its other manufacturing processes. The process is one of conversion of ethylene gas into alcohol and subsequent purification. Sources of ethylene are numerous, the commercial sources at present being petroleum and gases from coke ovens.

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In the Sunday, August 11th, edition of the *New York World* appears a very interesting article on "Curing of Vanilla Still Indian Secret," by Marjorie R. Smeltzer, daughter of Chester A. Smeltzer, a well-known figure in the vanilla field and secretary of P. & P. Derode Frères & Dammann. Miss Smeltzer is a student at Columbia College, where she is majoring in journalism. Her handling of the subject speaks well for her knowledge of vanilla as well as of journalism.



**McKesson & Robbins** have recently added to their staff five men who have occupied outstanding positions in the chain store field and it is announced that they anticipate the addition of three more during the next couple of weeks. The new personnel added at the present time consists of B. H. Badanes, the former head of the Liggett chain in Illinois, and secretary of the entire Liggett concern, who will be one of the vice-presidents in his new connection; I. H. Bander, general sales manager of Liggett, also elected vice-president of McKesson & Robbins. In cooperation with Mr. Badanes, he will originate merchandising plans and policies for independent stores. Joseph Bander has been appointed a divisional merchandise manager. He was formerly employed as a Liggett district manager, covering a large part of the New England territory. Other additions are R. L. Trunk, also appointed a divisional merchandise manager, and formerly manager of all the Liggett stores in Chicago; and A. E. Ransome, who is director of fountain activities. Mr. Ransome holds the reputation of having achieved the greatest success with fountains among all chain drug stores.

Coincident with the announcement of this expansion in staff personnel comes the news of the acquisition of twenty-four additional wholesale drug companies located in important distributing centers of the country. This latter announcement was made in connection with the marketing by the First National Corporation of Boston of a special block of 7 per cent convertible preferred and common stocks. The purchase of four more companies is being negotiated.

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**George H. Suddard**, vice president of **A. C. Drury & Co.**, Chicago, visited his friends in the metropolitan section during the week of August 17, prior to leaving for his vacation in the Superior Natural Forest.

Friends of Mr. Suddard will be interested to learn that his son, H. H. Suddard, is associated with the American Cyanamide Co.

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On July 26th was born a seven-pound son, **Philip Harold**, to Mr. and Mrs. **Leo H. Brodrick**. Mr. Brodrick is well known throughout the trade as representative of **W. C. Ritchie & Co.**, Chicago; the **Bond Mfg. Co.**, Wilmington, Del.; and the **A'Cadia Powder Puff Co.**, New York.

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**John Powell & Co., Inc.**, specialists in soap products, 114 E. 32nd St., New York, N. Y., have announced the recent addition to their staff of **Robert C. Kelly**. Mr. Kelly, as director of soap sales, enters his new position with a background of experience in the manufacturing, advertising and merchandising of toilet preparations.

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**Mme. Helena Rubinstein** sailed on August 7th on the *Aquitania* for a couple of months' trip abroad. Her visit is one of purely business, and while there she will look after her interests at the salons at London, Paris, Vienna, Berlin and Milan. She expects to return about the last of September.

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**Harry C. Ryland**, president of **H. C. Ryland, Inc.**, New York City, accompanied by Mrs. Ryland, is enjoying a vacation in Atlantic City. Friends of Mr. Ryland will be glad to learn of the complete recovery of Mrs. Ryland, who is now able to be about after many weeks in the hospital for a major operation.

**American Commercial Alcohol Corporation**, New York City, has taken over the business of the **Kessler Chemical Co.**, Orange, N. J. The purchase was completed through the formation of a subsidiary of the alcohol company to be known as the **Kessler Chemical Corporation**, which in turn took over the former **Kessler** business. No change in policy or personnel is involved. **Dr. J. M. Kessler** is president and **Dr. O. P. Helfrich** vice-president of the new subsidiary company. **Kessler Chemical Corporation** makes chemicals, solvents and plasticizers.

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The advertising account of the **Citrus Soap Company**, San Diego, Calif., manufacturer of **Citrus Washing Powder** and **Citrus Granulated Soap**, is now being handled by the Los Angeles office of **The H. K. McCann Company**.

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**Reich-Ash Corporation** added another milestone to its notable progress on July 29 when it opened its new offices and display rooms at 307 Fifth avenue, New York City.

The general offices of the **Reich-Ash Corporation**, the **Silvercraft Specialty Co., Inc.**, and the **Antique Novelty Box Co., Inc.**, are located on the second floor. Adjoining are the executive offices of **Sidney Ash**, founder and president, and also of **Emanuel Ash**, assistant treasurer; **J. B. H. Ash**, secretary, and **Monroe Loeb**, vice-president. Adjacent to these are the purchasing, accounting, credit and city sales offices.



SIDNEY ASH

Throughout a modernistic decorative scheme is followed. Thus, the private office of **Sidney Ash** is finished in matched satinwood panels running from the floor to the ceiling. The latter is made of amber glass attractively illuminated to throw into strong relief the modern furniture on the crimson carpeting. The furniture and electric light fixtures were built especially to harmonize with the scheme of decoration used.

In the showroom the woodwork is of flush veneered French walnut. In the color scheme blue predominates. Thus, the walls are in mottled blue, the ceiling is in light blue, and the flooring is in gray and blue. The same scheme is carried out in the reception room and lobby, and in the reception room there is a carved arch with **Lalique** glass in the doors and arch. The color scheme is carried out in maroon with a light ivory ceiling. Special floor lamps and other fixtures were designed especially for these rooms, and it is interesting to know that no nails were used in any part of the decoration which, incidentally, was done by the **John D. Rybakoff Co., Inc.** It is interesting to note that the decorative scheme was conceived by **Sidney Ash**, who gave his personal attention to the work for over 16 weeks.

On the opening day the offices and showrooms were thronged with visitors who came to congratulate the officers of the company on the success which has come to it and to inspect the line of merchandise on display.

The factory, occupying two buildings between **Reade** and **Chambers** streets, has been enlarged to keep pace with the growing volume of the company's business.

**George G. Rodgers Co., Springfield, Ohio,** are planning in the near future an enlargement of their present manufacturing facilities. Largely increased sales make this necessary so we are advised by A. D. Hosterman, general manager of the company. New equipment, specially designed for manufacturing the Rodgers New Way Knurled Clips will be installed as well as other machinery. During the past year various improvements in the product of the Rodgers Company have been made, including both paste and powder filling machines, also conveyor tables.

George G. Rodgers before his death about three years ago, was regarded as a pioneer in this country in the development of machines for filling paste products of various kinds, powders, etc. The present owners and management have retained G. A. Schulz as superintendent in charge of manufacturing operations in which capacity he has served for some eight or ten years.

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In an attractive full page announcement appearing on advertising page 26 in this issue, the Newport Chemical Works, successor to Rhodia Chemical Co., advises the trade that it is now acting as sole American distributor for R. Sornin & Cie., Grasse, France. This is one of the oldest houses in the Grasse region, having been founded in 1826. It manufactures natural floral products, essential oils and other perfume specialties. Its products will round out the line of perfume material available to customers of the Newport Chemical Works.

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**Dr. S. H. Baer, president of the Blanke-Baer Extract & Preserving Co., St. Louis, Mo.,** and Mrs. Baer are spending a vacation in the Eastern part of the United States. After a few weeks with relatives at Larchmont, N. Y., they will go to Bretton Woods, Maine, returning home in September. Dr. Baer's many friends in the trade will be gratified to learn that Mrs. Baer is recovering rapidly from the effects of a recent operation and will soon be restored to complete health.

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**A. Leroy Chipman of Chipman & Co., Sydney, Australia,** export representative in Australia, New Zealand and the Argentine, for Reich-Ash Corporation, is in the United States in conference with his principals. He arrived in time to attend the opening of the new offices of the company and was much impressed with the progress made by the concern.

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**F. H. Ungerer, vice-president and treasurer of Ungerer & Co., New York,** has returned from a business visit to Harper-Mantle Co., Toronto, his Canadian representatives.

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**Raphael F. Revson of Hammill & Gillespie, New York,** has returned from a vacation at Rangely Lake, Me., where he spent much of his time hunting for mineral specimens for his geological collection, and also in rearranging his large and interesting collection of stamps.

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**L. J. Zollinger of George Silver Import Co., New York,** has returned from an automobile trip made with Mrs. Zollinger and their daughter Virginia, which covered Western New York State and Canada.

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**J. H. Finley, president of Jarden Lithographing Co., Philadelphia, Pa.,** spent his vacation at Mantoloking, N. J., with his family, enjoying his favorite recreation of yachting.

**Further expansion of the facilities of Continental Can Company, Inc.,** in the Southwest has been made through the acquisition of the assets and business of the Gille Manufacturing Co. of Kansas City, Missouri, manufacturers of tin containers for lard, oil, coffee and other miscellaneous products since 1899. The rapid development of this section of the country serving principal meat packers and other major industries has resulted in a steady growth in business of the acquired company. In 1927 the Company doubled its facilities to take care of the increased volume.

The property includes a large modern plant located in the center of Kansas City, with ample railroad facilities. This unit will form an important link in Continental Can Company's chain from coast to coast, as the Company has heretofore had no plants between Chicago and Denver.

Harry S. Gille has been appointed Business Manager of the plant and the other members of the Gille organization continue with Continental in the same positions as heretofore.

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**Martin F. Schultes, one of the best known of The Foragers,** has returned from a business trip to the factory of Hewitt Bros. Soap Co. at Dayton and from an interesting vacation trip at Sodus Point, Lake Ontario, N. Y., where he was the guest of Lyman Stuart of Commercial Laboratories, Newark, N. Y., and its allied companies.

One of the interesting features of the trip was a sail in Mr. Stuart's thirty-five foot sloop. Despite the fact that it was the first time he had his hands on a tiller in fifteen years, Mr. Schultes acquitted himself very well. He also made his first birdie on the golf links after seven years of effort, and also for the first time made a record under sixty for nine holes, winning by this event \$1.90 from his associates.

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**Joseph Rodie, head of the firm of Payan & Bertrand, Grasse, France,** will make a second visit to the United States early in September. He is expected to arrive September 9 and will spend part of his time at the New York headquarters of the company, E. Lelong, 130 Pearl street, after which he will visit important centers in the New England states, the Middle West and the South. The trip will include a visit to Mexico and Havana, Cuba, where the firm of Payan & Bertrand is well known.

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**Herman Maisner, proprietor of Perfumeria Salvador Maisner of Mexico City,** was a pleasant visitor at the editorial offices early in July. Mr. Maisner was on the course of a business trip through the Eastern United States. He states that business in Mexico is improving following the recent slump and that prospects for the sale of toilet preparations of all sorts in that country are bright.

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**Richard M. Krause has consolidated his factory and offices at 304 East 23rd street, New York City,** telephone STUyvesant 6550. The new quarters are centrally located, and the factory and offices under the same roof will serve to expediate work and shipments.

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**A. K. Paul, treasurer and general manager of Foxon Co., Providence, R. I.,** has returned from an extended trip throughout the Middle West which took over five weeks. During the trip Mr. Paul visited all of the representatives of the company, and also had an opportunity to visit Mexico for a short time.

## Chicago Trade Notes

The Chicago Drug and Chemical Association held its two midsummer golf tournaments in July, the first, at the Pickwick Suburban Course, on the 16th, and the second on the 29th. Over thirty participants took part in each contest and the competition was strenuous, for the final skirmish for the silver cup, donated last year by B. F. Zimmer, and now held by A. G. Schneider, is not far distant. In the first tournament, the Low Gross Prize was won by Elmer Smith, of American Aniline Products Co., Inc., with Gross 78—Handicap 8—Net 70. First Low Net Prize was won by Philip Rising, of Chas. Pfizer & Co., Inc., with Gross 90—Handicap 17—Net 73. Second Low Net was achieved by A. G. Schneider, of Victor Chemical Works, with Gross 93—Handicap 20—Net 73; and running a close third with A. C. Drury, of A. C. Drury & Co., with Gross 89—Handicap 15—Net 74. First Guest Prize was taken by Bert N. Kisselberg, with 84-14-70, and following him were Frank Avery, with 91-18-73, and Ray Morris, with 99-25-74. The second tournament ended with A. C. Stepan, of Roessler & Hasslacher Chemical Co., well out in front. Many of the members are backing Mr. Stepan to win the cup. Ray Morris, of Orbis Products Trading Co., broke into the winners' column again to take First Guest Prize. Luckily it was a light gray golf bag and easily recovered when mislaid, for Mr. Morris lost it no less than four times while he was eating his dinner. Now that he has something substantial to carry his clubs in, he says, he will carry a baseball bat to play with while his caddie is searching for his balls in the rough. A mishap was narrowly avoided by Harold E. Lancaster when, on the ninth hole, he drove his ball into a pasture where a bull was peacefully ambling in search of cows. The ball, proceeding in the same direction as the bull, hastened him a few steps when it hit him but when he turned it was apparent that he was exceedingly angry. Mr. Lancaster retrieved his ball but only escaped assistance from the bull in getting back over the fence by a split second. This year's golf committee, consisting of A. C. Drury, chairman, Dudley F. Lum, of Givaudan-Delawanna, Inc., and H. E. Lancaster, of Marshall Field & Co., is winning high praise for the manner in which the tournaments have been conducted. The cup tournament will take place some time late in September.

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The Chicago Perfumery, Soap and Extract Association recently admitted to membership the Lanvoix Chemical Company, represented by A. S. La Zoris, 208 N. Wabash Avenue. Mr. La Zoris is the Chicago representative of Benj. French, Inc. The Association's first Fall meeting will take place on the third Wednesday in September. An interesting program will soon be announced, which will carry on the progressive plan of the Spring meetings. It is expected that the 1929 Directory of Memberships will be in the press by the first of September.

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A. Srebrén, of A. Srebrén & Co., who established a new Detroit office in June, followed this progressive move in July by opening an office in Indianapolis, Ind., of which Mr. Sullivan has been placed in charge.

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The S. B. Lavick Co. has been appointed Middle West distributor for Perfu Mist, a new novelty spray with the general appearance of a cigarette lighter. The retail price will be \$5.00 and up.

R. H. Watkins, of the J. R. Watkins Co., of Winona, Minn., returned early in August from an extended recreational trip to Canada. H. F. Williams, his assistant purchasing agent, recently took the important step known as matrimony.

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Jacques Ridweg, of the Paris sales office of L. Givaudan et Cie, spent most of July in the Midwest, visiting the trade. After visiting with Dudley F. Lum, he departed on the 29th.

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The illuminating method used on the new Palmolive building in Chicago has exceeded all expectations of success. The white light reflected against the stone produces an effect of great beauty, a silvery glow not matched by any other building in Chicago. The impression it leaves is one of imposing dignity.

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A new association, known as the Fibre Can and Tube Association, was formed recently with the idea of establishing a standardization of sizes, in this class of merchandise,



CHARLES T. SIMPSON

which will do away with duplication and, at the same time, bring about a uniformity in methods of doing business. As there is a great deal of confusing variation at the present time, it is expected that the association will prove of great assistance to all manufacturers who use paper cans. Charles T. Simpson, of Chicago, vice-president of W. C. Ritchie & Co., has been appointed chairman of the executive committee for the past year, with the following associates: W. P. Hicks, of Sefton National Fibre Can Corp.; M. R. Bissell, of Ohio Paper Products Co.; G. S. Decker, of Michigan Paper Tube & Can Co.; and E. H. Newton, of National Paper Box Co. A progressive program has been outlined and a cost committee will probably be added in the near future.

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The Chicago office of George Lueders & Co. recently acquired the presence and services of George K. Lueders, son of the president.

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August vacationists among the trade in Chicago include James Stocks and D. M. Clark, of Franco American Hygienic Co.; R. H. McBrady of J. E. McBrady & Co.; F. S. Dedrick, of James S. Kirk & Co., C. A. Seguin, of C. A. Seguin Co., and H. Lyon, of Comfort Manufacturing Co.

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J. L. Brenn, president of Huntington Laboratories, Huntington, Ind., was recently elected chairman of the Democratic County Committee for Huntington County, Indiana.

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H. I. Koppelman, of U. S. Sanitary Specialties Corp., Chicago, returned early in July from his three months' tour of Europe.

The James S. Kirk Company was recently elected to Associate Membership in the National Sanitary Supply Association.

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John H. Neumann, of Neumann-Buslee & Wolfe, Inc., has responded to many greetings since his recent return from a three months' trip to Europe, accompanied by Mrs. Neumann.

### Northwestern Trade Notes

The manufacture and distribution of Cinatol, a hay fever and catarrhal remedy, patented and manufactured for the last four years by E. C. Hacker of Hartford, Wis., was taken over July 1, by a \$100,000 closed corporation. Mr. Hacker is president of the new corporation, while George J. Kirkgasser of Chicago, one of the big advertising men of the country, is secretary, and one of the substantial stockholders of the corporation. Others have purchased the balance of the capital stock but their interest has not been announced.

The new corporation will advertise Cinatol in leading magazines and newspapers and expects to sell several hundred thousand tubes of the hay fever and cold preventative. Mr. Hacker reports that the company is now producing 2,000 tubes a day, retailing at \$1.00.

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Samuel Wright, 78, a Milwaukee attorney and former druggist, died at his home in Milwaukee July 25, as a result of a skull fracture suffered when he was struck by a truck.

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About 200 members of the Palmolive Recreation Club of Milwaukee made an excursion to Chicago Sunday, August 4, on the steamer Theodore Roosevelt. The group inspected the new thirty-seven story Palmolive building in that city. Arrangements were made by A. H. Callen, president of the club, assisted by Herbert Plankey.

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Articles of incorporation have been filed by the Massaway Laboratories, Inc., Milwaukee, for 50 shares at \$100 each, to deal in chemicals, perfumeries, etc. W. Chapleau, R. Creek and R. Kane are the incorporators.

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The Orokol Products Company of Neenah, Wis., has incorporated for 200 shares at \$50 each, to deal in drugs, chemicals, etc. The signers of the articles of incorporation are J. Lorenz, M. Lorenz and A. August.

\* \* \* \* \*

B. R. L'Hommedieu, since 1919 manager of the State street branch of the State Bank of Wisconsin, Madison, has resigned as vice-president of that institution to devote his entire time to the Floralo Incense Co. of which he is president. He expects to associate with this company Sept. 1.

"The business of the Floralo company has been increasing rapidly and we are planning an expansion campaign during the coming year. I wish to give this project my entire attention," said Mr. L'Hommedieu in making the announcement.

The Floralo company is one of the largest producers of incense in the country. Dyes of various kinds are also among their products. Recent distribution connections have greatly increased the volume of incense sales. Mr. L'Hommedieu became president of the company in 1927.

### In Memoriam for Departed Friends

BEISER, EDWARD T., president of Edward T. Beiser Co., Riverside, Conn., August, 1926.

BISCHOFF, MICHAEL, pioneer soap manufacturer, Zanesville, Ohio, August, 1919.

BURNETT, HARRY, treasurer of Joseph Burnett Co., Boston, August, 1927.

BURTON, WASHINGTON, president of W. Burton & Co., Inc., flavoring extracts, New York, August, 1918.

CONOVER, CHARLES W., chemist, The Andrew Jergens Co., Cincinnati, August, 1928.

EAVENSON, FRANCIS V., of J. Eavenson & Sons, Inc., Camden, N. J., August, 1927.

FRTZSCHE, HERMAN T., of Fritzsche Brothers, Inc., New York, August, 1906.

HOTCHKISS, CALVIN, president of H. G. Hotchkiss Essential Oil Co., Lyons, N. Y., August, 1925.

ISERMANN, MRS. FANNIE, mother of Samuel and Max Isermann, New York, August, 1920.

JOHNSON, CALEB E., president Palmolive Co., Milwaukee and Chicago, at Easthampton, L. I., August, 1924.

OLDS, EDWARD ALLEN, president of Packer Manufacturing Co., New York City, August, 1926.

O'SHAUGHNESSY, PETER, the Rossville Co., Laurenceville, Ind., August, 1926.

PEET, JESSE, soap manufacturer, one of the founders of Peet Bros., Kansas City, Mo., August, 1917.

ROSS, FRANK A., long treasurer Flavoring Extract Manufacturers' Association, Melrose, Mass., August, 1922.

SCHLIENGER, HUBERT, Bertrand Frères, Grasse, France, August, 1910.

SCHRANCK, HENRY C., president, H. C. Schranck Co., Milwaukee, August, 1927.

SCOTT, WILLIAM, president of the Kiefer-Stewart Drug Co., Indianapolis, Ind., August, 1922.

UNGERER, WILLIAM PHILIP, founder of Ungerer & Co., New York, August, 1907.

#### Robert Kunze

Robert Kunze, prominent in the potash trade in this country and in Europe, died suddenly at Bad Reichenhall, Germany, on July 30th, at the age of 58. He was educated at Leipzig.

As co-manager of the New York office of the N. V. Potash Export My., Amsterdam, Holland, he had been actively connected with American business since March, 1927. Previously he had been associated with the German Potash Syndicate, Berlin, being elected a director in 1920. Mr. Kunze sailed for Europe June 18th in the interests of his health as well as for business purposes.

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#### Lucien E. Lyons

Lucien E. Lyons, first vice-president of I. L. Lyons & Co., New Orleans, wholesale druggists and manufacturers of toilet preparations, died in that city August 7 at the age of 72. Mr. Lyons was born in Columbia, S. C., and was educated as a pharmacist at the University of Pennsylvania and the Philadelphia College of Pharmacy and Science. He became associated with I. L. Lyons & Co., which was founded by his brother, in 1880 and continued with the house throughout his business life.

In addition to his private interests, Mr. Lyons was always prominent in civic and charitable matters. He held the



office of first vice-president of the National Wholesale Druggists Association in 1919, having previously been second vice-president. He was also a member of the Board of Control of the organization during 1922-24. He was one of the founders of the *Times-Picayune* doll and toy fund, which each year distributes thousands of dollars' worth of toys to New Orleans children; a member of the Chess, Checkers and Whist Club, the New Orleans Athletic Club, the Association of Commerce, the New Orleans Carnival Committee and several Masonic bodies.

Mr. Lyons leaves one son, Theodore H. Lyons, vice-president of I. L. Lyons & Co., a daughter-in-law, Mrs. Lucien E. Lyons, Jr., six grandchildren, three sisters and four nephews.

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#### Mme. Leon Givaudan

It is with deep regret that we record the death of Mme. Leon Givaudan, wife of Leon Givaudan, of the firm of L. Givaudan & Cie., Geneva, Switzerland. Mme. Givaudan, who was Anne-Marie Henriette de Ville de Ferrieres, passed away July 10 at her Paris home. She leaves her husband and a brother, Count de Ville de Ferrieres. Funeral services were held at the church of St. Honoré d'Eylau in Paris.

### Book Review

(Copies of Books Reviewed in this Column and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton Street, New York.)

#### A Handbook on Gelatine

GLUE AND GELATINE, by Paul I. Smith, 162 pages, illustrated, Isaac Pitman & Sons, London and New York, 1929. Price \$2.50.

The author will be recalled by our readers as a contributor to the pages of this magazine. His versatility as a chemist and technician is evidenced by the fact that his main line is leather chemistry while his work for this journal was along the lines of soap. His new work is an outline of glue and gelatine manufacture, refining and uses.

The work itself takes up in brief the development of the glue and gelatine industry from earliest times. It then discusses the raw materials for these products and goes at length into the practical and scientific problems involved in their manufacture. The uses are then discussed with suggestions as to the types of products best suited for each particular use. In this section the uses of gelatine in cosmetics and toilet preparations are touched upon briefly. The whole is a practical and up-to-date manual for the manufacturer or consumer and is presented in excellent and readable style.

### Catalogues, Price Lists, etc.

THE VOICE OF BEAUTY is the descriptive title of the Mid-Summer 1929 edition of a very attractive booklet published by Helena Rubinstein. Opening with a timely editorial by Mme. Rubinstein on preparing for the Fall, the publication continues with an article "Beauty on the High Road" which tells of the conditions found in the smaller salons throughout the country especially in the smaller cities. Another article, "Selling the Salons" gives some valuable advice to the salesmen. Through the center of the book is a two-page

lay-out depicting several views of the Boston salon which has been opened recently.

Mention is also made of the Summer School conducted by Helena Rubinstein which started July 8th and of the educational work this company carries on.

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RICHARD HUDNUT has just issued an artistic price list booklet entitled "Holiday Creations 1929." The various perfumes, compacts, chateleines and toilet waters manufactured by the company are illustrated in colors with wholesale and retail prices noted below. The newly developed "Le Debut" products are featured in the fore part of the book, followed by Dubarry, Deauville, La Soiree, Three Flowers and others.

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H. C. RYLAND, INC., New York City has sent us an attractive catalogue of its products dated July, 1929. The list includes essential oils, fruit flavors, synthetics, vanilla beans and numerous specialties which the company offers, and includes a picture of the Ryland Building at 161-3 Water street, New York. Copies may be had upon application to the company.

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THE JULY ISSUE OF THE CANDLE has just come to our office and as usual has been read with much interest. The feature number this issue is in regard to the radio, "Radio Reception." The Giles Can Co., a division of the Phoenix-Hermetic Co., located at 2444 W. Sixteenth street, Chicago, Ill., will be glad to send you a copy of this amusing and interesting little publication upon request.

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THE SCOVILL STANDARD, a most instructive and attractive monthly publication of the Scovill Manufacturing Co., Waterbury, Conn., have just published their second number, the August issue. The scope of Scovill is given in a two page lay-out through the center of the book, and here the many uses of copper and brass are given. The booklet also contains considerable valuable information on specific uses to which the various metals of the company may be put.

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THE DEPARTMENT OF INDUSTRIES OF MADRAS, INDIA, have published a brochure on "Soap Making by the Cold Process," by A. K. Menon. This work may be obtained through the High Commissioner for India at London for 8 Annas. It is of interest to soapmakers in this country because it shows the way soap is made in India. The methods are quite crude in this country where labor is no great consideration. For those who are curious enough to investigate soap making methods in foreign lands the pamphlet is of interest. For those who desire technical and up-to-date information on the subject, it does not recommend itself.

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GIVAUDAN-DELAWANNA, INC. are to be congratulated upon the artistry and excellent plan of their recent catalog, "Notes on Perfumers' Synthetics." The book is characterized by a certain dignity not often found in books of this type and this is not confined to the cover alone, but is evidenced on every page. The material in the booklet is divided into two categories, aromatic products and specialties;—that is reproducing floral or other natural perfumes and bases for the creation of fancy bouquets. A brief description of the different products together with their occurrence, their uses, and various precautions or other properties

peculiar to them makes up the body of the text and is given in a complete but concise form. In the back of the book is a table of solubility of the various products in alcohol, the proportions shown being expressed in weight and the percentage solution of alcohol expressed in volumes. This table is intended to give practical indications, which if followed will obviate trouble with crystallization. Following this table is a summary of the company's products, classified in types of odors in alphabetical order. In this way a very effective cross-reference in condensed form is given to the products listed in the main part of the text.

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THE EDWARD T. BEISER COMPANY, INC., have just issued the August number of their monthly house organ, *Aromas*. The booklet contains much timely comment on the value of odors as the means of securing and holding users of products. The publication also includes considerable information of general interest.

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THE PFAUDLER Co., manufacturers of "Pfaudler" and "Elyria" glass enameled steel products, have just issued a new catalog describing their 1930 "Pfeatherwate" glass lined truck tanks. These new tanks, including seven capacities, have just been announced and are fully covered in this new attractive catalog. Anyone desiring detailed information or interested in any way may obtain a copy of this booklet designated as No. 707, direct from the Pfaudler Co., Rochester, N. Y. The company assures the readers that this service incurs no obligation whatsoever.

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THE PHOENIX-HERMETIC Co., Chicago, has sent us the July issue of *The Phoenix Flame* and as usual we have read this little magazine of good fellowship containing many things of interest to packers of foods, pharmaceutical chemicals and toilet preparations with much interest. The cover, which is usually characteristic of the month or the time of year, runs true to form and depicts the flares from two skyrocketers.

#### Business Record

Truvy, Inc., 520 West 27th street, New York, N. Y., cosmetics. Liabilities, \$64,482; assets, \$14,027, consisting of accounts. Principal creditors listed are Victor Vivaudou, \$19,840; Accounts Realization Co., \$6,292; Manhattan Can Co., \$2,546; George Silver Import Co., \$5,164, and U. S. Government, \$11,200.

Nathan Baron, trading as Capitol Pharmacy, 4,024 Glenwood Road, Brooklyn, N. Y. Liabilities, \$150,056; assets, \$3,500.

Lewis R. Allegritti, 1,200 South Seventeenth avenue, Chicago, Ill., drug store. No schedules filed.

Edward Hellman, 1,794 Jerome avenue, New York, N. Y., pharmacist. Liabilities, \$25,266; assets, \$3,005.

Samuel Harkavy, 193 Broome street, New York, N. Y., pharmacist. Liabilities, not stated; assets, about \$10,000.

Morris Friedman, Rider Avenue and McClellan street, New York, N. Y., druggist. Liabilities, \$100,443; assets, \$5,160.

Abraham L. Glass, 319 Cortelyou road, Brooklyn, N. Y., pharmacist. Liabilities, \$5,909; assets, \$4,500.

Edward Hellman, 1,794 Jerome avenue, New York, N. Y., pharmacist.

Samuel Michael Marcus, 2,223 Seventy-ninth street, Brooklyn, N. Y., pharmacist. No schedules attached.

#### New Incorporations

Brooklyn Perfume Syndicate Co., Borough of Brooklyn, N. Y., cosmetics, \$5,000. M. Crossman, 299 Broadway, New York N. Y.

Boloe Products Co., 15 Church st., Harrisburg, Pa., manufacture and sell soap, cleaners, deodorizers, etc., \$10,000 preferred, \$15,000 common stock. John H. Meyer, Harrisburg, Pa.

Triolette Products Corp., Borough of Manhattan, N. Y., cosmetics, \$10,000. Platoff, Saperstein & Platoff, Union City, N. J.

Emulsion Products Co. 561 E. Illinois st., Chicago, Ill., manufacture and sell flavoring extracts, essential oils, flavors, etc., \$50,000. Davison Dalziel, 343 S. Dearborn st., Chicago, Ill.

Francus, Borough of Manhattan, N. Y., toilet articles, 100 shares of common stock. C. L. Apfel, 522 Fifth ave., New York, N. Y.

Lebonte, Dugal, Inc., North American Franchise, 109 N. Dearborn street, Chicago, Ill., manufacture and sell facial and other muscular exercisers, cosmetic and facial clays, etc., \$10,000. Shanner & Shanner, 105 West Adams street, Chicago, Ill.

Vadisco Sales Corp., 421 E. Illinois street, Chicago, Ill., manufacture and deal in drugs, medicines, chemicals, perfumes, etc., \$25,000. Herman H. Waller, 384 S. Dearborn street, Chicago, Ill.

Commercial Bottling Company, Borough of Brooklyn, N. Y., flavoring extracts, \$30,000. M. Kozinn, 225 Broadway, Manhattan, N. Y.

Nebeline Products, Buffalo N. Y., cosmetics, 3,000 shares of common stock. M. T. Sullivan, Buffalo, N. Y.

Mifflin Sales Corp., Borough of Manhattan, toilet preparations, \$5,000. Weissman & Rapps, 16 Court street, Brooklyn, N. Y.

LaSalle Pharmacies, Borough of Manhattan, New York, merchandise, \$10,000. H. Rosenfeld, 208 West 40th street, New York, N. Y.

Braithwaite & Co., Borough of Brooklyn, N. Y., toilet preparations, 400 shares of common stock. Glenn, Alley & Geer, 111 Broadway, New York, N. Y.

Crown Drug Stores, Inc., Wilmington, Del., \$1,000,000, 300,000 shares of common stock. Corporation Trust Company of America, Wilmington, Del.

Excel Drug Products Co., Borough of Manhattan, N. Y., 200 shares of common stock. J. Parker, 150 Broadway, New York, N. Y.

Kathleen Court, Inc., New York, N. Y., Delaware corporation, beauty parlors, 5,000 shares of common stock. U. S. Corporation Co. Wilmington, Del.

Sontag Chain Stores Co., Ltd., Wilmington, Del., drug stores, \$1,000,000, 24,000 shares of common stock. Corporation Trust Company of America, Wilmington, Del.

Nebeline Products, Inc., Buffalo, N. Y., deal in cosmetics, 3,000 shares of no par value. J. F. Manning, E. E. Cavanaugh and A. F. Valvo, Buffalo, N. Y.

Mary Grey Salon, Borough of Manhattan, \$30,000 preferred stock and 400 shares of common. Filer not given.

Brown Laboratories, Inc., Newark, N. J., manufacture cosmetics, 2,500 shares of common stock. Geo. A. Henderson, Newark, N. J.

Macmarr Food Corp., Ltd., Wilmington, Del., druggists, \$500,000. Delaware Registration Trust Co., Wilmington, Del.



## Montreal

The perfumery and allied trades continue to report brisk and satisfactory business throughout the Montreal district, and the province of Quebec generally. Adding to this the fact that holidays have depleted staffs in many of the wholesale and manufacturing establishments, there is a good deal of pressure to get country deliveries out on time.

Retail trade in the city is reported good, with all the bigger cities crowded with tourists and "passing trade" the most active everywhere. Essential oil men are also finding trade satisfactory. There are fears expressed in some quarters that the comparatively poor grain crop in the Canadian west this year may have a depressing influence later, but there is little sign of it here so far.

**Lord Shaughnessy, K. C., president of Canadian Industrial Alcohol, Ltd.,** states that good progress is being made with the erection of their new plant in Lindsay, Ontario, for the manufacture of industrial alcohol. He has hopes that operations will commence there in September. He estimates that the cost of building the plant will be about \$150,000.

There are rumors of some of the directors of Industrial Alcohol resigning from the board, but Lord Shaughnessy denied that there was any foundation to it. It was possible, he said, that E. R. Decary might withdraw, owing to pressure of other business, but there was no likelihood of any of the other directors resigning, he said.

**John B. Frosst was one of a group of four young Montrealers** who tried out a new line in vacation activities last July. In two "Moth" seaplanes they spent their vacation time visiting the Maritime Provinces by air, landing on lakes and rivers each night and flying by day. They covered a great deal of country in a short time, and reported that this proved to be a fascinating way of spending the holiday.

**The director of public health of the City of Montreal** has just issued a warning to all proprietors of beauty salons, manicure establishments and hairdressing parlors reminding them that the new by-law 1006, passed some time ago, has now been in force for several weeks, and requires them to obtain licenses to operate from the health department and to conform to the requirements issued from time to time by the department with regard to hygienic conditions. Each such establishment is subject to inspection.

**Mr. and Mrs. C. E. Frosst and family** are holiday making at Jasper Park Lodge.

**Mr. and Mrs. Arthur Lyman** have gone over to Europe on a three months' trip.

## Toronto

The Canadian P.A.T.A. battle is on again, the drug trade body acting under that name having been granted leave to appeal to the Privy Council in England against the decision of the Supreme Court of Canada regarding the constitutionality of the Combines Investigation Act, under which law the plan of killing price-cutting was declared illegal.

**Wellington County, Ontario, retail druggists, have** formed among themselves an association with these men as officers:—Hon. President, Alex. Stewart, Guelph; President, A. W. Buschlen, Arthur; Secretary-Treasurer, E. E. Penwarden, Mt. Forest. The executive committee consists of J. L. Ford, Fergus; I. C. Bricker, Elora; Fred. Edwards, Palmerston, and F. F. Homuth, Harriston. The organization meeting was called at Arthur by Mr. Buschlen.

**The C.Ph.A. is meeting in annual convention at Vancouver, B. C.,** from August 13 to 16. J. Wilkinson and Secretary Fred. Jacobs represent the Ontario Association at the Canadian Association convention.

**The auditors of the Ontario Retail Druggists Association** have certified to the treasurer's accounts. Receipts totalled \$8,145.94 for the past year, with disbursements, \$5,826.29. The officers elected at the recent convention are as follows:—Hon. Presidents, E. A. Rea, Woodstock; and H. S. Tapscott, Brantford; Past President, A. J. Wilkinson, Windsor; President, L. T. Best, Kingston; First V. P., T. T. Beattie, Ottawa; Second V. P., E. Bruce Mealley, Hamilton. Secretary-Treasurer Fred. Jacobs was reelected.

**The Waterbury Chemical Co., Toronto, conducted a** golf tournament among the retail druggists attending the Ontario Association convention at Windsor last month, and manager A. C. Brown presented the trophy to Geo. Wood, Hamilton, who won with 95, less 20.

**A recent fire did \$100,000 damage to the business section** of Brownlee, Sask., among the sufferers being the Brownlee Drug Store to the extent of \$9,000, of which \$5,000 is covered by insurance.

**Rupert Buntley, Toronto, won a \$1,220 car from the** G. Tamblin, Ltd., organization with an essay entitled "Why I am a Tamblin Customer." The Tamblin Co. have opened their 41st store, this being located in Toronto. The company has been in business 25 years, and last year had a turnover of \$3,000,000.

Preparations are being made by a number of soap and perfume manufacturers to exhibit their wares at the annual Canadian National Exhibition, which this year opens at Toronto on August 23 and will continue until September 7.

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George E. Rason, former managing director of Frederick Stearns Co., of Canada, who resigned his post through ill health, has been elected first honorary president of the Canadian Pharmaceutical Association.

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Robt. G. Stewart, Vancouver, B. C., has been elected president of the British Columbia Pharmaceutical Association.

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Stearns-Perfumer, Windsor, Ont., announce a new style tan shade face powder in their Day Dream line.

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Yardley & Co., English soap manufacturers and perfumers, have purchased a site for a new branch factory building at Fleet and York streets, Toronto. The lot is a corner one, 80 x 130 feet, and cost \$34,000.

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A. R. Poole, manager at Toronto for Pinaud, Limited, announces a new line of face powders and containers for the coming season.

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Ralph Barton, a well-known drug travelling salesman in Canada, has been appointed sales manager for the Sterling Products Co. in Canada. He will make his home in Windsor, Ontario.

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The Prince Edward Island Pharmaceutical Association recently elected these officers for the ensuing year:—President, E. A. Foster; Vice-President, W. J. Brown; Secretary-Registrar, H. L. Bethune; Council, Hon. Geo. E. Hughes, W. J. Waugh, P. N. Enman.

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J. A. Kerningham, secretary of the P.A.T.A. in England, was a recent visitor to Toronto. He is on his way home after a trip round the world.

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The summer vacation season at present has made for an exodus from the city to watering-places in the north country, many of the local soap and perfumery representatives being out of town.

#### Demand for Cosmetics in Brazil

Brazil offers a good market for cosmetics such as lipsticks, creme rouge, rouge compact, face powder, and a fairly good market for face creams. Unfortunately no statistics showing the consumption, production or imports of any of these commodities are available. Such preparations are understood to be included under the heading of "Perfumery," the imports of which during recent years were as follows: 1925—\$926,000; 1926—\$1,429,000; 1927—\$1,200,000; 1928—\$1,405,000.

It appears that most of the rouge, lipsticks and face powder imported comes from France, followed by the United States, while in the case of cold creams, the reverse is true. In the cheaper grade of cosmetics the national manufacturers offer very strong competition, while in the better grades the competition is from France. (Consul General Claude I. Dawson, Rio de Janeiro).

#### CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT  
Perfumer Publishing Co., 81 Fulton St., New York City.

#### TRADE MARKS REGISTERED

"Suntan." Talcum powder, face powder, bath dusting powder, and any other products of a similar nature. Yardley & Co., (Canada) Limited, Toronto, Ont.

"Pilocarp" in a triangle. Hair tonic. Cie Dubuc Products Co., Ltd., Chicoutimi, Que.

"Spearmint Tooth Paste" with an arrow head or spear head and a facsimile of the signature of "W. W. Wrigley" in orange. Tooth Paste. Wrigley Tooth Paste Co., Limited, Montreal, Que.

A line cut drawing of a bundle of Vanilla beans with the words: "Liquid Pound Vanilla" and the word "Soluble" immediately beneath. A pure vanilla concentrate. Stuart Brothers Co., Ltd., Montreal, Que.

"Honeymoon." Toilet preparations. Seely Mfg. Co., Ltd., Windsor, Ont.

"Threemor." Extracts. Threemor Corp., Corporation of the State of New Jersey, City and State of New York.

"Cloud." Flavoring essences. Stevenson & Howell, Ltd., Standard Works, 95a Southwark St., London, S.E., England.

#### PATENTS GRANTED

290,907.—Receptacle closure. Solomon C. Endicott, Eugene, Oregon.

290,959.—Tube closure. Arthur E. Smith, Los Angeles, Calif.

291,144.—Vanity case. David H. Zell, New York City, N. Y.

291,304.—Face powdering device. Pierre called Gaston Baquey, Colombes, Seine, France.

291,517.—Receptacle closure. Robert Landau, Vienna, Austria.

291,746.—Shaving stick container. The Erasmic Co., Ltd., Warrington, England, assignee of Stephen H. Wiggett, Montreal, Quebec.

291,795.—Soap press. R. A. Jones & Co., Inc., assignee of Ruel Anderson Jones, both of Covington, Ky.

291,804.—Soap manufacture. The New Process Soap, Limited, Slough, County of Buckingham, assignee of Lafayette Henry Nelles, London, W. 1, both in England.

291,830.—Box. Julius Donner, Budapest II, assignee of Joseph Malonyay, Budapest, X, both in Hungary.

#### Medicinals and Toilet Preparations in Manitoba

In the chemical group, with a production of approximately \$4,600,000 in 1927, some of the most important items made in Manitoba were medicinal and pharmaceutical preparations, there being six producers with a total output valued at \$1,167,000. A large part of the production is from subsidiaries of American companies. These companies also make part of the toilet compounds and soap, but the most important manufacturer of soap is an apparently independent Winnipeg company, which supplies most of the soap requirements of western Canada. The production in this industry appears to be increasing substantially, though recent figures are not available.—(Trade Commissioner J. Bartlett Richards, Winnipeg, Canada).



# Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry; viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENTS AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 81 Fulton St., New York City.

*Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.*

## TRADE MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the U. S. Patent Official Gazette.*

- 251,867.—Service Grocer Co., Inc., Detroit, Mich. (Sept., 1925.)—Food-flavoring extracts.
- 257,777.—Associated Manufacturers Co., now by change of name to Palmer Products, Inc., Waukesha, Wis. (Jan. 17, 1925.)—Deodorants.
- 258,059.—Arby Products Co., Inc., New York, N. Y. (Jan. 10, 1922.)—Hairdressing.
- 258,310.—Brecht & Richter Co., Minneapolis, Minn. (May 1, 1909.)—Extracts for flavoring foods.
- 261,225.—William H. Tomb, doing business as Dentek Co., Barberton, Ohio. (Sept. 1, 1927.)—Dentifrice used in the treatment of pyorrhea.
- 261,657, 261,658.—Helene S. Treen, doing business as Helene Sullivan, Los Angeles, Calif. (May 1, 1926.)—Toilet preparation sets sold as a unit.
- 263,179.—Smith, Kline & French Co., Philadelphia, Pa. (Jan. 1, 1913.)—Toilet preparations.
- 264,659.—William Schorsch, Los Angeles, Calif. (July 1, 1926.)—Oil used in skin massaging and external skin treatment.
- 264,691.—John Gustaf Anders Letterstedt, Stockholm, Sweden. (Dec., 1926.)—Tooth paste, mouth and hair wash.
- 265,814.—Alfred H. Smith Co., doing business as Kerkoff, New York, N. Y. (Apr. 25, 1928.)—Flavoring extracts.
- 266,267.—Plough Chemical Co., Memphis, Tenn. (Apr. 20, 1921.)—Toilet preparations.
- 266,481, 266,482.—The Procter & Gamble Co., Cincinnati, Ohio. (1911.)—Toilet and bath soap.
- 266,597.—A. J. Krank Mfg. Co., St. Paul, Minn. (Feb. 15, 1928.)—Nail enamel and enamel remover, a manicuring product.
- 266,659.—M. Hanover, doing business as Southern Specialty Co., Memphis, Tenn. (Jan. 1, 1925.)—Imitation lemon extract.
- 267,905.—D. Frank Ryan, Inc., Cambridge, Mass. (Apr. 1, 1926.)—Bath salts and bath powder.
- 268,492.—Fitzpatrick Bros., Chicago, Ill. (Feb. 15, 1928.)—Soap flakes, soap chips, soap powder, and soap.
- 270,620.—Winston and Newell Co., Minneapolis, Minn. (Jan. 1, 1916.)—Vanilla for flavoring purposes.
- 272,258.—Daniel D. Costigan, doing business as The Trinidad Specialty Co., Trinidad, Colo. (Apr. 1, 1924.)—Deodorant in liquid and powdered form.
- 274,229.—Maurice Levy, New York, N. Y., assignor to Hygienol Co., Inc., New Rochelle, N. Y., a corporation of New York. (Oct. 20, 1928.)—Powder puffs.
- 275,915.—Radiolide Hair Tonic Co., New York, N. Y. (Nov. 21, 1923.)—Hair tonic for dandruff and scalp treatments.
- 276,454.—Mona-Leea, Ltd., New York, N. Y. (May 23, 1928.)—Face cream applied in the form of a mask.
- 276,582.—Société Anonyme M. Naef & Cie., Geneva, Switzerland. (Oct. 13, 1928.)—Artificial and synthetical perfumes, essential oils.
- 277,736.—Georgia A. Swan, Anaheim, Calif. (July 1, 1928.)—Cold face cream.
- 278,057.—Pilzner Importing Co., New York, N. Y. (Dec. 15, 1928.)—Food-flavoring extracts.
- 279,531.—Bruce's Juices, Inc., Tampa, Fla. (Dec., 1928.)—Extracts.
- 280,047.—Gaston J. Block, Brooklyn, N. Y. (Feb. 25, 1929.)—Toilet preparations.
- 280,336.—Jean Stuart Cosmetics, Inc., New Haven, Conn. (Feb. 12, 1929.)—Rouge, toilet lotions, toilet powder, toilet cream, lip sticks, and powder compacts.
- 280,353, 280,354.—Schimmel & Co., Aktiengesellschaft, Miltitz, near Leipzig, Germany. (Sept. 12, 1928.)—Perfumes, essences of perfumes, essences for perfumery materials, aromatic materials, synthetic perfume materials, and ethereal oils.
- 280,930.—F. G. Mathieson, doing business as Sorama Laboratories, Los Angeles, Calif. (July 1, 1927.)—Cosmetics and toilet preparations.
- 281,158.—Parfumerie Roger et Gallet, Société Anonyme, Paris, France. (Dec. 23, 1886.)—Perfumery products and toilet preparations.
- 281,478.—John P. Boesen, doing business as Bernadine Laboratories, Chicago, Ill. (Feb. 1, 1929.)—Chemical compound which acts as a lather and a face lotion and a face powder combined.
- 281,591.—The Bon Ami Co., New York, N. Y. (July 5, 1917.)—Scouring soap in cake or powder form.
- 281,594.—Calber, S. A., San Sebastian, Spain. (Jan. 1, 1927.)—Toilet soap and scented medicinal soaps.
- 281,602.—Golden Egg Laboratories, Inc., Akron, Ohio. (Jan. 1, 1929.)—Shampoo preparations in powdered form, containing egg substance.
- 281,606.—Harry L. Greenbaum, doing business as Technical Color and Chemical Works, Brooklyn, N. Y. (Jan. 15, 1918.)—Soap.
- 283,786.—The Duz Co., Inc., Wilmington, Del., and New York, N. Y. (Feb. 1, 1926.)—General household cleaning preparation with incidental water-softening properties.
- 282,027.—Acme Klensz Corp., Newark, N. J. (Oct., 1928.)—Extracts.
- 282,028.—Betts & Mumpeton, Inc., New York, N. Y. (Jan. 2, 1927.)—Toilet preparations.
- 282,031.—Felton Chemical Co., Inc., Brooklyn, N. Y. (Mar. 29, 1929.)—Natural and synthetic essential oils suitable for perfuming purposes and perfume fixatives.
- 282,663.—The May Department Stores Co., doing business as TMC Products, New York, N. Y. (Mar. 27, 1929.)—Toilet preparations.
- 283,066.—Steinwender-Stoffregen Coffee Co., St. Louis, Mo. (May 1, 1904.)—Flavoring extracts.
- 283,114.—French Battery Company, doing business as French Laboratories, Madison, Wis. (Apr. 1, 1929.)—Shaving cream or shaving soap.
- 283,255.—Chamberlain Medicine Co., Des Moines, Ia. (June, 1925.)—Hand lotion.
- 283,305.—George W. Simmons Corp., New York, N. Y. (Dec., 1922.)—Toilet preparations.
- 283,353.—Silk-O-Lene Products Co., Mount Vernon, Ohio. (Mar. 1, 1929.)—Cleaning and polishing soap composition.

## TRADE MARKS

SERVICE BOY



251,867

FRINKET BOX  
M 259,634

261,225

BABY DOLL  
266,481OSMODOR  
280,384

280,930



281,602

PLEEZING  
280,305

283,746

MOTHER'S



284,020

POLLYANNA  
284,468SAPOLAN  
284,603LUTYCE  
285,008Delizia Club  
285,660

AROMAZON

287,777

SIGNS (CHECK BOX)  
261,651S-K-F  
263,179SCHORILS  
264,659FOM  
268,492VANITY FAIR  
274,229KOSMOFLOR  
280,383Gallia  
281,153VITAFLO  
282,031SILK-O-LENE  
283,353ADDIT  
285,766

284,072

Soonite  
284,644

285,009



284,827

Lexard  
285,427GOLF BALL SOAP  
M 258,983Arby  
258,059Violet Spray  
266,482Gift-O-the-Sea  
267,905FLORALBA  
276,562

281,591



283,066



283,631

Jinness  
284,559"WELCOME"  
285,160B. & R.  
285,310

285,682

MONOTONE  
M 259,206Klean-a-Scalp  
M 259,212MANDARIN  
264,491

265,814

MASCOLA  
276,454

277,786

ROMANY  
280,836

282,663

Dixie Moon  
283,806RED LABEL  
284,435OLIVESCO  
284,480

284,463

SIX O'CLOCK  
284,736NAX  
285,295"Slenderal"  
285,936

M 259,621



M 259,629

Odorflite  
272,258Makes your complexion  
smile with youth  
and  
laugh at Time  
282,028SECO  
266,659GLOSSM  
266,597

284,313

MENTOLD  
284,139BLUE LABEL  
284,434O P S  
284,498

284,786

RED-DEVIL  
281,606

284,373

Tissue  
Tone

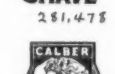
M 259,831



266,267

18K  
270,620

275,915

HAPPY  
SHAVE  
281,478

281,594



284,232

RUDOLPH  
283,496WAVEART  
284,045Desert Flower  
284,510CHINOOK  
284,551Chesebrough  
284,563ROSETTA  
284,716ODOREX  
285,344JUST  
You  
285,876

261,658



263,114



276,067



279,531



282,007



282,007



283,255



284,456



284,849



284,966



285,067



285,297



285,448

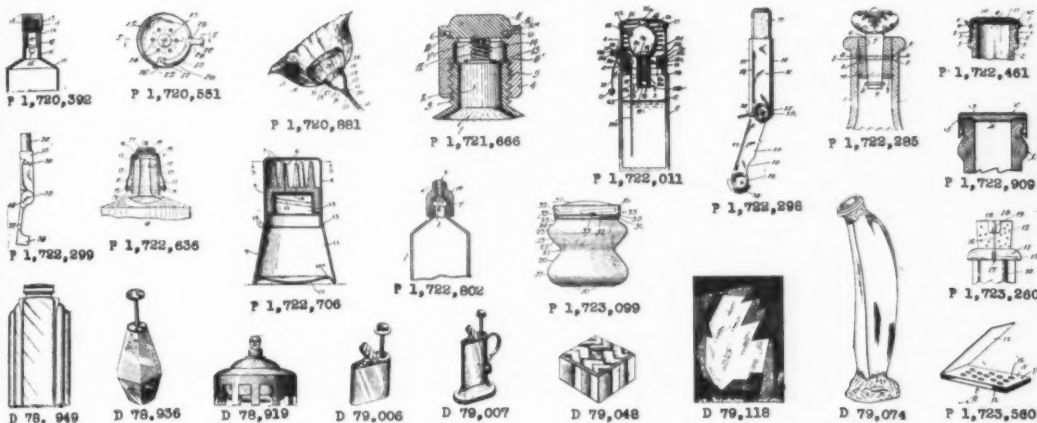


285,568

283,496.—De Meo Brothers, New York, N. Y. (Mar. 14, 1929.)—Permanent-waving lotion.  
 283,631.—C. A. Swanson Drug Co., Jamestown, N. Y. (Nov. 19, 1928.)—Beauty lotion.  
 283,746.—The Mennen Co., Newark, N. J. (May 3, 1929.)—Borated talcum powder.  
 283,806.—Reynolds and Bland, Paragould, Ark. (Sept. 1, 1928.)—Extracts.  
 284,020.—Jesse C. Stewart Co., doing business as Pittsburgh Food Products Co., Pittsburgh, Pa. (1902.)—Flavoring extract for foods.

284,045.—Samuel Bonat & Bro., New York, N. Y. (Dec. 18, 1928.)—Preparation for permanent hair waving.  
 284,072.—Peter Mulhens, doing business as Eau de Cologne, & Parfumerie Fabrik, "Glockengasse No. 4711" gegenuber Pierdepot von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (Aug., 1928.)—Soaps, toilet soap, shaving soap, glycerine soaps, bath soap, cream soap, liquid glycerine soap, and silver-cleaning soap.  
 284,139.—The Queen Perfumery Co., San Juan and Santurce, P. R. (July, 1927.)—Perfumed bay rum for neuralgia, rheumatism, pains, colds.

## PATENTS



284,232.—Samuel L. Jefferies, doing business as The Leumas Co., Gaffney, S. C. (Apr., 1929.)—Dentifrice and mouth wash.

284,313.—Charles Sahanek, Brooklyn, N. Y. (July 6, 1924.)—Shaving cream.

284,373.—E. R. Squibb & Sons, New York, N. Y. (Oct., 1923.)—Dental cream.

284,434, 284,435.—Beach Soap Co., Lawrence, Mass. (Feb., 1922.)—Soap flakes.

284,456.—Karl Ginsburg, Brooklyn, N. Y. (Jan. 2, 1929.)—Toilet preparations.

284,468.—The Hygienol Co., Inc., New Rochelle, N. Y. (Mar. 1, 1929.)—Powder puffs.

284,480.—Mitchell Wing Co., Boston, Mass. (Jan., 1926.)—Mixture of soap and chemical detergent.

284,483.—Mitchell Wing Co., Boston, Mass. (Aug., 1905.)—Soap flakes.

284,498.—Sierra Club Beverage Co., doing business as Sierra Club Beverage Co., Inc., Glendale, Calif. (May 1, 1929.)—Extracts.

284,510.—Chester E. Walton, Inglewood, Calif. (Mar. 12, 1929.)—Toilet preparations.

284,551.—R. C. Underwood, Yakima, Wash. (Dec. 20, 1928.)—Soap.

284,559.—Betts & Mumpeton, Inc., New York, N. Y. (Feb. 20, 1929.)—Toilet soaps.

284,563.—Chesebrough Mfg. Co., Consolidated, New York, N. Y. Under 10-year proviso. (1880.)—Soap.

284,603.—Roger Cavailles, Paris, France. (Mar. 28, 1919.)—Skin cream for softening, whitening, and protecting the skin, skin lotion used for diseases and minor skin disorders.

284,644.—Soonite Co., San Francisco, Calif. (May 18, 1929.)—Soap compound.

284,716.—Elizabeth Arden, Inc., New York, N. Y. (Feb. 1, 1929.)—Tints and coloring agents for the skin.

284,736.—Holleb & Co., Chicago, Ill. (Jan. 31, 1929.)—Food-flavoring extracts.

284,756.—Onofrio Zacamy, doing business as Mora Laboratories, Philadelphia, Pa. (Mar. 4, 1929.)—Hair tonic and pomade.

284,827.—Kenneth A. Stocking, doing business as Stocking Drug Co., Rochester, N. Y. (June 1, 1916.)—Hand, face, and body lotion.

284,849.—Guaranteed Products, Inc., doing business as Guaranteed Products Laboratories, New York, N. Y. (Dec. 10, 1928.)—Shampoo.

284,964.—Borun Bros., doing business as Borbro Laboratories, Los Angeles, Calif. (Dec. 31, 1928.)—Coconut shampoo, witch-hazel, glycerin and rose water, powdered henna, etc.

285,009.—The Birchola Co., Scranton, Pa. (Sept. 11, 1924.)—Extracts.

285,067.—Claire Parfumeur, Inc., New York, N. Y. (Mar. 16, 1927.)—Toilet preparations.

285,088.—Gimbel Brothers, Inc., New York, N. Y. (Feb. 1, 1929.)—Toilet preparations.

285,160.—Dr. McCutchen's Welcome Medicine Co., Memphis, Tenn. (Jan., 1929.)—Toilet preparations.

285,259.—Paul Edwards, doing business as Fan Tan Laboratories, Chicago, Ill. (May 1, 1928.)—Face powder.

285,295.—Jacquim F. Pestaner, doing business as Jacquim Salon, New York, N. Y. (Mar., 1929.)—Hair remover or depilatory.

285,394.—U. S. Sanitary Specialties Corp., Chicago, Ill. (June 5, 1928.)—Deodorant.

285,406.—John M. Bradley, Sr., doing business as Island Beauty Co., Holly Springs, Miss. (May 21, 1929.)—Toilet water and perfumes.

285,427.—Swift & Co., Chicago, Ill. (1906.)—Soap.

285,565.—Robert Hoffer, Detroit, Mich. (Aug., 1921.)—Toilet preparations.

285,660.—Ross Danial, Syracuse, N. Y. (Oct. 1, 1928.)—Extracts.

285,682.—Eli Lilly and Co., Indianapolis, Ind. (Jan., 1916.)—Chaulmoogra Oil, Ethylated (Ethyl Esters of Chaulmoogra Oil Fatty Acids.)

285,876.—Ortosan Co., Inc., New York, N. Y. (May 22, 1929.)—Perfumery.

285,936.—Thomas M. Reddy, doing business as Chapelle Chemical Co., New York, N. Y. (May 10, 1929.)—Reducing cream.

## TRADE MARK REGISTRATIONS GRANTED

(Act of March 19, 1920)

*These registrations are not subject to opposition*

M258,983.—Nannt, Inc., Long Island City, N. Y. (Serial No. 267,503. Apr. 30, 1928.)—Toilet soap.

M259,208.—Max Factor, doing business as Max Factor & Co., Los Angeles, Calif., assignor to Max Factor & Co., Los Angeles, Calif., a corporation of Delaware. (Serial No. 269,106. May 25, 1928.)—Theatrical make-ups.

M259,212.—George G. Fowler, doing business as Morrill's Laboratories, San Francisco, Calif. (Serial No. 265,429. Apr. 19, 1928.)—Hair lotion and shampoo.

M259,821.—Schneider and Elberson, Buffalo, N. Y. (Serial No. 268,636. May 23, 1928.)—Concentrated powdered soap.

M259,829.—Feldwood Products Co., Inc., Atlanta, Ga. (Serial No. 266,306. Oct. 1, 1926.)—Soap.

M259,831.—Fred W. Gushurst, doing business as Lorraine Co., Denver, Colo. (Serial No. 265,208. Jan., 1927.)—Face cream.

M259,834.—Raimonde Parfumeur, Inc., New York, N. Y. (July 13, 1927. Serial No. 256,686.)—Face powder.

### DESIGNS PATENTED

78,919. Toilet-Accessory Container. Jerome E. Baum, New York, N. Y. Filed Mar. 29, 1929. Serial No. 30,670. Term of patent  $3\frac{1}{2}$  years.

78,936. Atomizer. Stuart E. Norton and Joseph P. Shevlin, Denver, Colo. Filed Mar. 8, 1929. Serial No. 30,393. Term of patent 7 years.

78,949. Bottle. William E. Swindell, East Orange, N. J. assignor to Marinello Company, New York, N. Y., a Corporation of Delaware. Filed Sept. 20, 1928. Serial No. 28,223. Term of patent 7 years.

79,006. Atomizer or Similar Device. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc., a Corporation of New Jersey. Filed May 18, 1929. Serial No. 31,277. Term of patent 14 years.

79,007. Atomizer or Similar Device. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc., a Corporation of New Jersey. Filed May 18, 1929. Serial No. 31,278. Term of patent 14 years.

79,048. Powder Box. Leopold M. Rebel, Paris, France, assignor to Isabey-Paris Incorporated, a Corporation of Delaware. Filed Mar. 9, 1929. Serial No. 30,402. Term of patent 14 years.

79,118. Covering for Vanity Cases or Analogous Receptacles. David H. Zell, Brooklyn, N. Y. Filed Apr. 25, 1929. Serial No. 31,010. Term of patent 7 years.

79,074. Bottle or Similar Container. Herman A. Groth, Oak Park, Ill., assignor to Wm. H. Rankin Company, Chicago, Ill. Filed Nov. 14, 1928. Serial No. 28,980. Term of patent 14 years.

### PATENTS GRANTED

1,720,392. Nonremovable Cap for Containers. William H. Frampton, Charleston, S. C. Filed Apr. 28, 1928. Serial No. 273,726. 1 Claim. (Cl. 221—60.)

In a collapsible metal tube adapted to serve as a container for fluids and the like, an extended neck portion, an opening in the base portion of the neck portion, a restricted portion to the said neck portion, an enlarged portion at the end of the neck portion, threads on said enlarged portion, a cap adapted to fit over the neck portion, interior threads in the cap portion adapted to engage the threads on the end of the neck portion, a restricted portion intermediate the ends of said cap, said restricted portion being adapted to fit into the restricted portion of the neck portion, the lower end of the cap being adapted to fit over the opening to close the same when driven home, and the restricted portions permitting the cap to slide from over the opening when the threads in the cap are released from the threads on the neck.

1,720,551. Closure. Henry L. Heiter, Brooklyn, N. Y. Filed May 23, 1928. Serial No. 280,090. 3 Claims. (Cl. 221—64.)

1. In a closure, in combination, a container cover having a plurality of openings in the top thereof, a revoluble closure base abutting upon the inner face of the cover and having a plurality of openings revolubly movable into alignment and non-alignment with the cover openings, an arc-shaped spring connecting said base with the side of the cover and an externally extended operating member pivotally connected with the closure base, said spring normally maintaining the cover and closure base in closed position, the inward movement of which will revolve the closure base causing its openings to move into alignment with the cover openings.

1,720,881. Perfume-Dispensing Novelty. Ruby T. Brewster, New York, N. Y. Filed Dec. 23, 1927. Serial No. 242,270. 4 Claims. (Cl. 41—14.)

1. A perfume holder comprising a chambered body, a perforate cap on said body, cooperating pin and slot connec-

tions therebetween, a covering for said body including a stem, and groups of flexible petals secured circumferentially on said cap to obscure said body.

1,721,666. Dispensing Cap. Daniel W. Lee, Seattle, Wash. Filed June 11, 1928. Serial No. 284,311. 4 Claims. (Cl. 221—60.)

1. The combination with a receptacle having a threaded neck, of a hollow threaded cap having an annular valve seat and a spider frame, of a valve adapted to fit the seat, a stem on the valve slidably mounted in an aperture in the spider frame, and a head on the stem, a spring interposed between said head and frame to normally hold the valve on its seat, and means for locking the valve in closed position.

1,721,809. Composition in Tablet Form for Determining Alkaline Content by Titration. John H. Buchanan, Ames, Iowa, assignor to American Bottlers of Carbonated Beverages, Washington, D. C., a Corporation. Filed Mar. 20, 1926. Serial No. 96,320. 22 Claims. (Cl. 23—239.)

1. A composition in tablet form comprising potassium bisulfate as the acid constituent, with an indicator, of such standardized grainage and proportions that each tablet is equivalent to a predetermined proportion by weight of sodium hydroxide (caustic), for the purpose of determining by titration the alkaline content of any solution.

1,721,990. Process for the Production of Camphene from Pinene Hydrochloride. Hermann Gammay, Stuttgart, Germany. Filed Jan. 28, 1926. Serial No. 84,511. 4 Claims. (Cl. 260—167.)

1. Process for the production of camphene from pinene hydrochloride which comprises reacting on said pinene hydrochloride with a quantity of a converting agent amounting to considerably less than the stoichiometrically equivalent quantity, and regenerating the consumed part of said converting agent by means of an alkaline compound in one continuous operation.

1,722,011. Atomizer. Charles Lionel Marcus, New York, N. Y. Filed Mar. 25, 1927. Serial No. 178,249, and in France Feb. 3, 1927. 3 Claims. (Cl. 299—89.)

1. An atomizer comprising a container, means for spraying liquid from the container, said spraying means including a bulb to supply air under pressure to the container, a regulator connected with the bulb including a tubular portion, a cap fitted over the end of the tubular portion and having an opening communicating with said container, the effective size of said opening being adjustable to control the flow of air from said bulb, and a tube leading from said container, said tube being positioned to have one end submerged in liquid in the container, and a nozzle associated with the other end of said outlet tube and providing a passage for air under pressure from the container to finely atomize the liquid ejected from the outlet end of said tube.

1,722,285. Composite Plug for Bottles. Emilio Giampietro, La Forma, Italy. Filed Nov. 10, 1927. Serial No. 232,316, and in Italy Nov. 17, 1926. 2 Claims. (Cl. 215—7.)

1. The combination with a bottle, of a tubular member of rigid material seated in the neck of said bottle, means for preventing removal of said tubular member from the bottle without breakage, a stopper seated in said tubular member, and means carried at the inner end of said stopper and adapted to engage the inner end of said tubular member and resist removal of the stopper, the organization being such that upon complete removal of said stopper the resisting means will remain in the bottle.

1,722,298. Cosmetic-Pencil Container. Nathan Kasdan, New York, and Richard F. Landwehr, Woodside, N. Y., assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 6, 1928. Serial No. 297,706. 8 Claims. (Cl. 206—56.)

1. In a cosmetic pencil container, in combination, a casing open at one end, a revoluble spring carrier within the casing, a resilient member attached to the spring carrier and longitudinally movable within the casing, a pencil-holder carried by the free end of the spring carrier, an operating arm exterior of the casing and pivotable means connecting the spring carrier and the operating arm whereby a movement of the latter will move the pencil holder longitudinally within the casing.

1,722,299. Cosmetic-Pencil Container. Nathan Kasdan, New York, and Richard F. Landwehr, Woodside, N. Y.,



assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 6, 1928. Serial No. 297,707. 8 Claims. (Cl. 206—56.)

1. In a cosmetic pencil container, in combination, a casing, a revoluble spring holder within the casing, a resilient member attached to said spring holder and capable of being wrapped thereon, a pencil holder carried by the free end of said resilient member, an operating arm exterior of the casing and means whereby a movement of the operating arm will revolve the spring holder and move the pencil holder.

1,722,461. Cap for Receptacles. Levi L. Funk, Chicago, Ill. Filed Aug. 18, 1928. Serial No. 300,601. 2 Claims. (Cl. 215—38.)

2. A cap provided with a screw threaded cylindrical part adapted to fit on a correspondingly screw threaded neck.

1,722,636. Container Top. Irving L. Korrol, Brooklyn, N. Y., assignor of one-half to David J. Maibrum, New York, N. Y. Filed Oct. 26, 1927. Serial No. 228,740. 1 Claim. (Cl. 221—60.)

A thin metal container cap for a collapsible tube, said cap having an end and side wall, the end wall having a portion of substantially regular conformation struck therefrom and replaced into said end wall, and a swingable cover for the cap carried by the side wall, said cover being moveable snugly over the end wall to protect the said portion thereof.

1,722,706. Scalp Syringe. Robert H. Richardson, Richmond, Va. Filed Oct. 20, 1927. Serial No. 227,520. 3 Claims. (Cl. 128—65.)

1. A scalp syringe or the like which includes a container having a rigid frusto-conical wall and a springy and depressible bottom.

1,722,802. Closure. Bertell W. King, New York, N. Y. Filed Nov. 1, 1926. Serial No. 145,544. 2 Claims. (Cl. 221—60.)

1. The combination with a tube container for pastes having a threaded projection with a conical seat and holes in said seat, an extension on said projection and cleaning means forming part of said extension, of a hollow cap for engaging said projection and extension.

1,722,909. Closure for Bottles and Like Receptacles. Ewald Goldstein, Bonn, and Eberhard Meyer, Troisdorf, Germany. Filed Apr. 22, 1927. Serial No. 185,856, and in Germany May 1, 1926. 4 Claims. (Cl. 215—38.)

1. A closure for bottles and like receptacles, comprising a metal capsule, a pad of artificially manufactured fibrous material inserted in said capsule, and an elastic cuticle composed of nitrocellulose attached to said pad.

1,723,099. Toilet Package. Robert H. Van Sant, Chicago, Ill. Filed Mar. 24, 1928. Serial No. 264,536. 14 Claims. (Cl. 132—82.)

1. In a device of the class described, a jar having a lower storage portion, a seat portion above the storage portion and including an outwardly inclined wall surmounted by a relatively short inwardly inclined wall opening upwardly, and a yielding applicator dished downwardly.

1,723,169. Cleaning Composition Containing Isopropyl Alcohol. Edward F. Heydt, Montclair, N. J., assignor to Petroleum Derivatives Company, a Corporation of New Jersey. Filed May 21, 1927. Serial No. 193,384. 4 Claims. (Cl. 87—5.)

2. A detergent composition containing isopropyl alcohol, a minor proportion of tertiary butyl alcohol.

1,723,260. Sealing Device. Edgar G. Thomssen, Winona, Minn. Filed Oct. 1, 1927. Serial No. 223,359. 6 Claims. (Cl. 215—83.)

1. In a sealing device capable of attachment to a container having a neck, in combination, a container, a neck to said container, a flange to said neck, a closure for said neck, a metallic locking member abutting upon closure and locking beneath said flange and a pliable sealing member abutting upon and exterior of the locking member and attached adhesively to the top and sides of the closure.

1,723,560. Soap Leaf. Tarokichi Kuroda, Los Angeles, Calif. Filed Dec. 27, 1927. Serial No. 242,675. 3 Claims. (Cl. 87—23.)

3. A soap leaf having two layers of soap material, and a disintegrable paper fabric element disposed between the soap material layers, and having a series of perforations therein.

## Additions to Columbia Perfume Library

The following is a list of the recent additions to the Louis Spencer Levy Collection of books on perfumes and related subjects in the library of Columbia University, New York City:

ASKINSON, G. W.—*Le manuel du parfumeur*, 4th ed. 1927.  
CRAVERI, C.—*Le (olii essenziali) estrazione*, 2nd ed. 1927.  
DEBAY, A.—*Les parfums de la toilette et les cosmetiques*, 1884.

DEBAY, A. *Les parfums et les fleurs*, 3rd ed. 1864.  
DEMACHY, J. F.—*L'art du distillateur d'eaux-fortes*, 1773.

GATTEFOSSE, R. M.—*Nouveaux parfums synthétiques*, 2nd ed. rev. 1927.

GOLDSMITH, J. N.—*Tables of refractive indices*, vol. 1, 1918.

KNOLL, R.—*Synthetische und isolierte riechstoffe*, 2nd ed. 1928.

LEFLORENTIN, R.—*Les parfums*, 2nd ed. 1927.

LE GALLIENNE, R.—*The Romance of Perfumes*, 1928.

PERFUMERY PAMPHLETS, 3 vols.

PIVER, L. T.—*Parfumerie*, 1901.

POLAK & SCHWARZ—*Perfumes sintéticos*.

POLAK & SCHWARZ—*Produits synthétiques de parfumerie*, 1926.

POLAK & SCHWARZ—*Synthetic perfumes*, 2nd ed. rev. 1927.

RUZICKA, L.—*Ueber konstitution und zusammenhänge in der sesquiterpenreihe*, 1928.

STANISLAUS, I. V. S.—*American Soap Maker's Guide*, 1928.

TURGAN, J. F.—*La savonnerie Arnavon à Marseille*, 1880.

VASSART, H.—*Des eaux et savons au point de vue industriel*, 1888.

WAGNER, A.—*Die ätherischen öle*, 1925.

ZANDER, H. H.—*Weltproduction und welthandel*, 1928.

## Venezuelan Market for Medicinals and Toiletries

The Venezuelan market for medicinals and toiletries is relatively good, particularly for cosmetics and perfumery. There is very little domestic production of such products, and the market is supplied mainly by imports from the United States, France, Germany, and Great Britain. The United States leads in the medicinal trade, whereas France leads in the sale of cosmetics and perfumes. Popular American cosmetics meet with a demand second only to that of the French. American dental and shaving creams dominate the market. American toilet soaps also meet with a larger sale than the soaps from other countries. A prominent French manufacturer of cosmetics maintains an agency in Caracas exclusively devoted to the sale of its products.

Doubtless, the most effective and satisfactory method of entering and developing the market for these products is to send a well-qualified sales representative to cover this and the neighboring territories, appoint agents, and assist them generally in organizing sales and advertising programs.—(Consul L. G. Dawson, Caracas).

## The "Paris" Label

Three recent Paris perfumes are named the equivalent for "Lady of the Day," "To-Night or Never," and "Toward Morning," one is informed by Grace Z. Brown.

The perfume I noted as I passed a gorgeous creature on Lexington avenue last night should be called whatever is French for "Run for Cover."—*Jake Falstaff in the "World."*

## Grasse Report for August

*From Our Own Correspondent*

**G**RASSE, August 7.—Activity in this region has been largely concerned with the manufacture of numerous floral products and buying and selling has not been very active. In general, it is anticipated that the markets will begin to become active in the near future and producers of floral products are looking forward to a satisfactory season.

### Jasmin

Under the influence of atmospheric conditions, favorable for the rapid growth of this plant during the last month, the crop is about fifteen days ahead of normal and presents at this time most excellent prospects for a large crop. As we have indicated in our former reports the damage caused by the severe frosts of last winter was insignificant and for the most part the jasmin plantations are in excellent shape. They seem to be progressing normally everywhere.

The tropical temperatures which we have suffered during the last two weeks might have injured the crop had it not been for ample rains which abated the excessive dryness caused by the extreme heat.

The price of the flowers has been fixed at 15 francs per kilo against 17 francs last year and the picking to continue to September 20, a date, however which is not definite. This price is not satisfactory to the cultivators who are obliged to pay 6 francs per kilo for the picking and they look with disappointment upon this crop which is becoming less and less remunerative.

The needs of the perfume manufacturers will be amply supplied considering that the stocks still remaining from the last crop are large and no change in price of jasmin products is in prospect.

### Petitgrain

Oil of petitgrain is now being manufactured. Orange twigs have been collected in very small quantities and at a very high price. The oil has advanced.

### Clary Sage

The new crop is on the point of beginning. In spite of the damage to the forests of last winter, the production will be large enough on account of bringing in of new plantations. The price of the herb has been fixed at 175 francs per 100 kilos and the market for the oil, which without doubt will be smaller than normal, will undoubtedly advance on account of the needs of local perfumers and the requirements of the usual buyers.

### Lavender

The damage which has been reported in the departments where lavender is produced and which was caused by the extremely dry weather during the last summer and the extreme cold weather last winter has been partly offset by abundant rains during the last few months. This has renewed the vigor of the plants. We shall probably have more rain in the mountains and may anticipate that the crop will be almost as important as that of 1928; that is to say that taking into consideration the total production of the oil and the unsold stock at this time from the crop of last year, it will amount to a normal crop.

If, as we hope, our forecast is justified and if nothing happens to modify it such as a poor yield during the course of the distillation, we do not believe that there will be any material difference in the prices prevailing for the last crop and those which will prevail during the next few months.

### Mint (Grasse and Piedmont)

The market does not seem likely to decline. A severe drought in all centers of production is reported.

### Bulgarian Rose

We hear that in spite of the excellent crop and the good yield secured, the otto has advanced very sharply. The price of the roses was fixed at 21 levas and it is reported that this price was surpassed at the time of the actual delivery of the flowers. Naturally this caused an advance and the market for the otto is 30 to 40 per cent higher than normal.

### Natural and Synthetic Camphor in Great Britain

Official British statistics relating to synthetic camphor are practically non-existent but a reliable estimate is that imports of this product would probably vary from 50 to 750 long tons or even more annually. It is understood that synthetic camphor is not manufactured in Great Britain, at least for general sale, although it is believed that some production has been undertaken by one or two firms for their own use. The principal use of the product is in the manufacture of celluloid.

The official import and export statistics do not distinguish between synthetic and natural camphor nor between the various grades. During the last five years for which statistics are available (1923-1927) the annual imports of all kinds of camphor averaged 8,887 hundredweight, of which an average of 1,091 hundredweight per year was re-exported. Approximately one-half of the imports come from Japan and Formosa and about 2,000 hundredweight per year from Germany, the last country probably being chiefly the synthetic product. During the past two or three years there has been some decline in the total imports, the figure of 6,968 hundredweight in 1927 comparing with a little over 12,000 hundredweight in 1923. (*Trade Commissioner Homer S. Fox, London*).

### American Toilet Preparations in Czechoslovakia

Czechoslovak production of cosmetics (powder, creams, rouge, etc.) is slight. While the articles manufactured are good they can not compare with French, American, and British goods. The local products are about one-fourth the price of imported articles but do not find favor with the higher classes and are not handled in the best shops. Only one firm deals exclusively in domestic manufactures and this make is one of the best.

French, British, and American products are imported to a great extent, the French leading in imports. British creams are fairly well liked but are less in demand than the French, which have been on the Czechoslovak market for so many years that they are well-established.



### Synthetics and Derivatives

The demand has been reasonably good with some of the cheaper products moving well for the soap makers and other consumers of comparatively low priced goods. Most of the business has been for prompt delivery although there has been some talk of contract business in the near future but always in the future. Doubtless the autumn will see some fair business of this character.

The finer products on the list have not been as active as they might be. Trading has been slow and consumers have been content to place sample orders and not requests for bulk quantities. Producers and importers as well look upon the market with optimism pointing out that the present slackness is the natural result of the summer and vacation seasons and indicating that inquiries are ahead of last year and that business will be brisk as soon as autumn begins.

Prices on the list as a whole have been very steady. Some shading on bulk items in which fair business has already been done is reported. This is competitive bidding and has little effect upon the general average of quotations. On the whole, the list is quite favorably priced, both from the standpoint of the consumers and from that of the sellers. Important changes, unless they are based upon changes in production or raw material costs are hardly to be anticipated.

Reports indicate that rhodinol is in improved demand owing to the advanced cost of rose products. Phenyl ethyl alcohol is also moving quite well. The price of artificial sassafras and of safrol has advanced and both products are rather hard to get at the moment. In fact, the market for both is almost nominal.

Demand for the higher aldehydes is improving and consumption of the entire group seems to be gaining. There has been a fair call for geraniol which is very firm both on this account and because the raw material has stiffened up. Demand has also kept linalool steady although the raw material is none too firm at the moment. Amyl cinnamic aldehyde is in good demand and reports indicate that soap makers are interested in some substantial quantities. Prices may be shaded a little since the item is subject to keen competition.

### Crude Drugs

The market has been steady and with a few exceptions more or less inactive since our review of last month. Buyers have taken small quantities but few bulk orders have been reported. Demand for quince seed is reported reasonably active. Rhubarb root is slightly easier for the ordinary grades but high quality goods remain firm. Orris root is firm at recently advanced prices. Lavender flowers are slightly easier for ordinary qualities. Select flowers are none too plentiful but there is not much purchasing. Other items are quiet and unchanged.

### Essential Oils

The market has shown signs of recovery although the quiet tone which is naturally expected during the summer is still in evidence. Buying on spot has been more or less limited to small quantities excepting in a few items. However, inquiries for fall delivery are beginning to come in to some extent and while they have not as yet been important, they make for optimism regarding the prospects for business during the coming season. Price changes have been limited to a few more or less important materials. The bulk of the list remains at about the same levels reported in our review of last month.

Floral oils are again featured by the strength in all orange tree products. The severe damage to the French crop has materially affected values even on the quite considerable held over stocks from last year. The poorer qualities of neroli are about unchanged but for quality material, high prices are demanded and have been paid in some instances. The trend in rose has been toward higher levels. French otto was produced in about normal quantities and reports indicate that the Bulgarian crop was also quite satisfactory but the prices paid for the Bulgarian flowers exceeded even the high levels reached a year ago and this has advanced the cost of the new crop rather sharply. Consumption in this country is not so important as it was a few years back for which to some extent, the high prices are to blame. Other floral crops are reported as about normal. It is still too early to give results but jasmin will be a good normal crop and after early reports of damage, lavender is now reported to be in good shape with prospects of close to a normal amount available.

The citrus oils have been distinguished again for irregularity. The messina oils are high enough in the opinion of most factors. Despite the recent declines it is pointed out that prices are well above the ten-year average and on this basis, declines might be anticipated. However, Italian oils are pretty well controlled and consumption this year has been fairly good in spite of the high prices. Some interests anticipate a gradual decline in orange and lemon after the close of the hot weather. Bergamot is low. In fact, prices are well below anything reported in recent years but the lower levels do not seem to have brought about any material increase in the consumption of the article. American orange, distilled, is lower. Lemon and orange, expressed, are maintained in line with the corresponding foreign oils.

Seed and spice oils are rather quiet. There were signs a month ago of a break in clove but it now seems that prices will be maintained for the spice has stiffened up again for shipment. Prices are high and later a decline may be expected but at the moment no important change seems

(Continued on Page 398)

## PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$3.00@	\$3.10	Ginger	6.35@	6.60	Tansy	4.15@	4.25
S. P. A.	3.40@	3.70	Gingergrass	3.20@		Thuja	1.75@	
Sweet True	.78@	.82	Guaiac (Wood)	2.85@		Thyme, red	1.00@	1.35
Apricot Kernel	.43@	.48	Hemlock	1.15@	1.25	White	1.10@	1.50
Amber, crude	.40@	.45	Hops, oz.	15.50@		Valerian	10.50@	
rectified	.65@	.90	Horsemint	4.25@		Verbena	3.75@	7.00
Ambrette, oz.	48.00@		Hyssop	24.00@		Vetivert, Bourbon	7.00@	7.75
Amyris balsamifera	2.35@	3.00	Juniper Berries, rectified	2.70@	3.10	Java	10.00@	25.00
Angelica Root	25.00@	30.00	Juniper Wood	.60@	.62	East Indian	30.00@	
seed	30.00@	35.00	Laurel	5.00@		Wine, heavy	1.80@	2.00
Anise, tech.	.68@	.70	Lavender, English	32.00@		Wintergreen, Southern	4.50@	
Lead free, U. S. P.	.72@	.78	U. S. P. "X"	3.00@	5.50	Penn. and Conn.	8.50@	9.50
Aspic (spike) Spanish	1.15@		Garden	.50@	.55	Wormseed	3.00@	3.50
French	1.40@		Lemon, Italian	4.40@	4.75	Wormwood	40.00@	Nom.
Balsam Tolu per oz.	4.50@		Calif.	4.00@	4.30	Ylang-Ylang, Manila	30.00@	32.00
Balsam Peru	6.00@		Lemongrass	1.00@		Bourbon	11.00@	13.00
Basil	50.00@		rectified	1.50@				
Bay, Porto Rico	2.65@		Limes, distilled	8.75@	9.00			
West Indies	2.65@		expressed	25.00@	Nom.			
Bergamot, 36-36 per cent	4.25@	4.75	Linaloe	2.60@	Nom.			
Birch, sweet N. C.	1.90@	2.15	Lovage	30.00@		Bay	5.75@	6.00
Penn. and Conn.	4.00@	5.00	Mace, distilled	2.00@		Bergamot	15.00@	17.50
Birchtar, crude	.15@		Mandarin	12.75@		Clove	4.40@	
Birchtar, rectified	.50@	.60	Marjoram	6.25@		Geranium	8.50@	13.50
Bois de Rose, Femelle	2.30@	2.75	Melissa	5.00@		Lavender	14.00@	
Cade, U. S. P.	.30@	.35	Mirbane	.15@		Lemon	16.00@	22.50
Cajeput, Native	1.15@	1.30	Mustard, genuine	10.00@	12.00	Lime, Ex.	60.00@	
Calamus	4.00@	4.25	artificial	1.80@	2.00	Orange, sweet	120.00@	140.00
Camphor, "white"	Nominal		Myrrh	10.00@		bitter	130.00@	155.00
sassafrassy	.35@	Nom.	Myrtle	4.00@		Petitgrain	6.25@	
Cananga, Java native	3.25@	3.50	Neroli, Bigarade, pure	170.00@	215.00	Rosemary	2.50@	3.75
rectified	4.00@	4.15	Petale, extra	200.00@	250.00	Sage, Clary	90.00@	
Caraway Seed, rectified	2.00@	2.10	Niaouli	3.60@		Vetivert, Java	35.00@	
Cardamon, Ceylon	40.00@		Nutmeg	2.00@		Ylang-Ylang	28.00@	35.00
Cascarilla	80.00@		Olibanum	6.50@				
Cassia, 80@85 per cent.	Nominal		Orange, bitter	5.60@	5.75			
rectified, U. S. P.	1.70@	2.00	sweet, W. Indian	5.30@	5.75			
Cedar Leaf	1.15@	1.25	Italian	5.60@	6.00	Benzoin	2.50@	5.00
Cedar Wood	.30@	.35	Calif. exp.	5.50@	6.00	Capsicum, U.S.P. VIII.	3.60@	
Cedrat	4.15@		dist.	3.25@	3.50	Alcoholic	3.50@	
Celery	10.25@	12.00	Origanum, imitation	.50@	.85	Ginger, U.S.P. VIII.	3.00@	
Chamomile (oz.)	3.50@	5.00	Orris Root, concrete, domestic	7.00@	9.00	Alcoholic	3.25@	4.60
Cherry laurel	12.00@		foreign	7.00@	9.00	Cubeb	3.25@	
Cinnamon, Ceylon	11.50@	15.00	Orris Root, absolute (oz.)	90.00@	100.00	Malefern	2.00@	2.50
Cinnamon, Leaf	1.75@	2.00	Orris liquid	22.00@	28.00	Oak Moss	15.00@	15.50
Citronella, Ceylon	.56@	.58	Parsley	10.50@		Olibanum	3.25@	
Java	.68@	.69	Patchouli	9.25@		Orris	17.00@	28.00
Cloves, Bourbon	4.00@		Pennyroyal, American	2.10@	2.50	Patchouli	18.00@	
Zanzibar	2.75@	2.95	French	1.30@		Pepper, Black	4.25@	
Cognac	22.00@	28.00	Pepper, black	12.50@		Sandalwood	16.00@	
Copaiba	.65@	.80	Peppermint, natural	3.75@	3.95	Vanilla	6.75@	8.75
Coriander	7.50@	8.00	redistilled	4.00@	4.15			
Croton	2.60@	3.00	Petitgrain, So. Amer.	2.15@	2.30			
Cubebs	3.30@	3.50	French	8.00@	Nom.	DERIVATIVES AND CHEMICALS		
Cumin	7.50@	8.00	Pimento	2.85@	3.25	Acetaldehyde 50%	2.00@	
Curacao peels	5.25@		Pine cones	3.75@		Acetophenone	3.50@	4.00
Curcuma	3.00@		Pine needle, Siberia	.75@	.90	Acetyl Iso-eugenol	9.00@	
Cypress	5.15@		Pinus Sylvestris	2.00@		Aldehyde C 8	55.00@	
Dillseed	4.25@	6.00	Pumilionis	2.95@		C 9	80.00@	140.00
Elemi	1.65@		Rhodium, imitation	2.00@	4.50	C 10	50.00@	82.00
Erigeron	2.10@		Rose, Bulgaria (oz.)	15.00@	25.00	C 11	72.00@	77.00
Estragon	38.00@		Rosemary, French	.60@	.65	C 12	75.00@	105.00
Eucalyptus, Aus.	.59@	.65	Spanish	.40@		C 14	15.00@	35.00
(U. S. P.)	1.10@	1.15	Rue	3.25@		C 16	15.00@	40.00
Fennel, Sweet	1.10@		Sage	3.75@		Amyl Acetate	.85@	1.00
Galbanum	26.00@		Sage, Clary	135.00@	Nom.	Amyl Butyrate	1.25@	1.75
Galangal	24.00@		Sandalwood, East India	8.50@		Amyl Cinnamate	2.50@	
Geranium, Rose, Algerian	5.25@	5.75	Sassafras, natural	.90@	1.05	Amyl Cinnamic Aldehyde	4.00@	8.00
Bourbon	5.25@	5.75	artificial	.40@	.50	Amyl Formate	1.70@	2.00
Spanish	16.00@		Savin, French	1.90@	2.20	Amyl Phenyl Acet.	5.00@	5.75
Turkish (Palma rosa)	3.50@	4.00	Snake Root	11.50@	13.00	Amyl Salicylate, dom.	1.15@	1.45
			Spearment	4.75@	4.85	foreign	1.65@	
			Spruce	1.15@	1.25	Amyl Valerate	3.00@	3.50
			Styrax	12.00@		Anethol	1.40@	1.50
						Anisic Aldehyde, dom.	3.40@	
						foreign	4.00@	4.35
						Benzaldehyde, U.S.P.	1.45@	
						F. F. C.	1.55@	1.90



Benzophenone	3.00@	5.50	Methyl Phenylacetate	4.65@	6.00
Benzylidenacetone	2.50@	4.00	Methyl Salicylate	.42@	.50
Benzyl Acetate, dom.	1.00@		Musk Ambrette	6.50@	8.00
foreign	1.00@	1.65	Ketone	7.50@	9.50
Benzyl Alcohol	1.40@	2.25	Xylene	2.40@	2.75
Benzyl Benzoate	1.15@	2.00	Nerolin (ethyl ester)	1.50@	1.75
Benzyl Butyrate	5.50@	6.25	Nonyl Acetate	48.00@	
Benzyl Cinnamate	7.00@	9.00	Nonyl Alcohol	40.00@	52.00
Benzyl Formate	3.35@	3.60	Octyl Acetate	32.00@	
Benzyl Iso-eugenol	18.00@	27.00	Octyl Alcohol	32.00@	
Benzyl Propionate	4.00@	5.50	Paracresol Methyl Ether	7.00@	8.00
Benzyl Succinate	5.50@		Paracresyl Acetate	5.75@	
Borneol	2.90@	3.50	Phenylacetaldehyde 50%	5.00@	7.00
Bornyl Acetate	2.60@	3.35	imported	5.00@	7.00
Bromstrol	4.75@	5.00	100%	8.50@	10.50
Butyl Acetate	.60@		Phenylacetic Acid	3.00@	4.00
Butyl Propionate	2.00@		Phenylethyl Acetate	9.00@	13.00
Butyl Butyrate	2.00@		Phenylethyl Butyrate	16.00@	20.00
Butyraldehyde	12.00@		Phenylethyl Formate	18.00@	
Carvene	.50@		Phenylethyl Propionate	18.00@	
Carvol	3.75@	4.25	Phenylethyl Valerate	20.00@	
Cinnamic Acid	4.00@		Phenylethyl Alcohol, dom.	4.75@	5.50
Cinnamic Alcohol	3.45@	4.00	imported	5.00@	5.75
Cinnamic Aldehyde	2.75@	4.25	Phenylpropyl Alcohol	13.00@	15.00
Citral C. P.	2.75@	3.00	Phenylpropyl Aldehyde	12.00@	
Citronellal	3.05@	3.50	Rhodinol, dom.	6.50@	15.00
Citronellol, dom.	3.75@	4.00	foreign	9.50@	16.50
foreign	3.75@	5.00	Safrol	.45@	.50
Citronellyl Acetate	6.00@	10.00	Skatol, C. P.	9.00@	10.00
Coumarin, dom.	4.00@		Styralyl Acetate	20.00@	
foreign	4.00@		Styralyl Alcohol	20.00@	
Cuminic Aldehyde	62.00@		Terpineol, C. P. dom.	.38@	.40
Decyl Acetate	28.00@		imported	.53@	.60
Decyl Alcohol	28.00@		Terpenyl Acetate	1.00@	1.15
Dibutylphthalate	.30@	.36	Thymene	.35@	
Diethylphthalate	.32@	.37	Thymol	2.40@	3.00
Dimethylphthalate	.65@		Vanillin	6.80@	7.15
Diphenylmethane	1.75@	2.45	Violet Ketone Alpha	5.00@	10.00
Diphenyloxide	1.20@		Beta	5.50@	8.00
Ethyl Acetate	.50@	.55	Yara Yara (methyl ester)	1.75@	1.90
Ethyl Benzoate	1.80@				
Ethyl Butyrate	2.00@				
Ethyl Cinnamate	3.50@				
Ethyl Formate	1.00@	1.25			
Ethyl Propionate	2.00@	2.65			
Ethyl Salicylate	2.10@	2.60			
Ethyl Vanillin	20.00@				
Eucalyptol	1.10@	1.30			
Eugenol	4.25@	5.00			
foreign	4.25@	5.00			
Geraniol, dom.	1.50@	6.00			
foreign	1.85@	3.90			
Geranyl Acetate	2.90@	4.00			
Geranyl Butyrate	10.50@	12.00			
Geranyl Formate	7.00@	11.00			
Heliotropin, dom.	1.80@	2.00			
foreign	2.10@	2.35			
Hydroxycitronellal	5.90@	10.00			
Indol, C. P.	3.10@	5.50			
Iso-borneol	2.30@				
Iso-bornyl Acetate	3.25@				
Iso-butyl Benzoate	4.00@				
Iso-butyl Salicylate	3.00@	6.00			
Iso-eugenol, dom.	5.00@				
foreign	5.00@	6.00			
Iso-safrol	1.75@				
Linalool	3.15@	4.25			
Linalyl Acetate 90%	4.50@	6.00			
Linalyl Benzoate	10.50@				
Methyl Acetophenone	3.50@	3.75			
Methyl Anthranilate	2.50@	3.00			
foreign	2.90@				
Methyl Benzoate	1.85@	2.25			
Methyl Cinnamate	3.90@	4.35			
Methyl Eugenol	7.25@	9.00			
Methyl Heptenone	6.50@	8.00			
Methyl Heptene Carb.	20.00@	36.00			
Methyl Iso-eugenol	10.00@	13.00			
Methyl Octine Carb.	24.00@	32.00			
Methyl Paracresol	6.75@	7.50			

## CERTIFIED FOOD COLORS

Amaranth	3.50@	4.00
Orange II	3.50@	4.00
Tartrazine	3.50@	4.00
Ponceau 3R	6.00@	7.50
Ponceau SX	5.00@	5.25
Indigo	15.00@	
Erythrosine	20.00@	
Guinea Green B.	15.00@	
Light Green S.F.	25.00@	
Fast Green F.C.F.	30.00@	
Yellow A.B.	3.50@	
Yellow O.B.	3.50@	
Sunset Yellow F.C.F.	3.10@	3.25
Naphthol Yellow S.	8.00@	

## SUNDRIES

Alcohol, Cologne spirit,		
per gal.	2.67@	2.80
Ambergris, black	Nominal	
gray	39.00@	Nom.
Baudruche skins, gross	18.00@	25.00
Beaver Castor	8.00@	12.00
Castoreum	10.00@	12.00
Chalk, precipitated	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Civet, ounce	3.75@	4.50
Kaolin	.03@	.03½
Lanolin, hydrous	.18@	.20
anhydrous	.20@	.23
Musk, Cab. pods, ounce	22.50@	Nom.
Cab., grained	Nominal	
Tonquin, pods	20.00@	
Tonquin, gr.	27.00@	
Orange flower water, gal.	1.50@	
Petrolatum, white	.06¾@	.08¾
Rose water, gal.	1.25@	
Saponin	1.60@	
Talc, domestic, ton	18.00@	33.00
French	40.00@	45.00
Italian	50.00@	65.00
Zinc stearate	.26@	.30

## CRUDE DRUGS

Almond Meal	.25@	.40
Balsam Copaiba, S. A.	.36@	.40
Para	.33@	.37
Balsam Peru	1.85@	1.90
Balsam Tolu	1.15@	
Cardamon seed, decort.	1.75@	1.80
Henna, powdered	.16@	.35
Guarana	3.25@	3.65
Gum Benzoin, Siam	1.50@	1.75
Sumatra	.50@	.55
Gum galbanum	1.35@	1.50
Gum myrrh	.65@	.75
Labdanum	6.00@	
Lavender flowers, select.	.45@	.60
ordinary	.30@	.35
Olibanum, tears	.19@	.35
siftings	.15@	.17
Orange flowers	.40@	1.00
Orris root, Florentine	.30@	.40
powdered	.35@	.80
Verona	.30@	.35
powdered	.31@	.70
Patchouli leaves	.25@	.90
Peach Kernel meal	.35@	
Quince seed	.75@	.90
Reseda flowers, powd.	1.50@	
Rhubarb root, powd.	.50@	.75
Rice starch	.12@	.15
Rose leaves, red	2.00@	
pale	.50@	
Sandalwood chips	.45@	.50
Styrax	.40@	3.35
Venice turpentine, true,		
gal.	.35@	
Vetivert root	.30@	
Violet flowers	.95@	1.15

## BEANS

Tonka Beans, Para	1.10@	1.35
Angostura	2.15@	2.40
Vanilla Beans		
Mexican, whole	3.20@	5.50
Mexican, cut	2.65@	2.75
Bourbon, whole	1.75@	2.25
Bourbon, cut	1.50@	1.65
South American	2.50@	3.00

## TINCTURES

Ambergris	18.00@	24.00
Benzoin	1.75@	
Civet	2.50@	4.00
Musk, nat.	32.00@	
Orris root	2.00@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

## SOLUBLE RESINS

Ambrette	18.00@	
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Benzoin	2.75@	
Galbanum	6.00@	
Labdanum	5.50@	
Myrrh	7.00@	
Oak Moss	16.00@	
Olibanum	6.00@	
Opononax	12.00@	
Orris Root	14.00@	
Patchouli	8.50@	
Peru balsam	6.75@	
Sandalwood	10.50@	
Styrax	2.75@	
Tolu balsam	3.50@	
Vetivert	11.00@	

## Essential Oils

(Continued from Page 391)

likely. Parsley is a little higher. Ginger is steady. Coriander has not declined further. Caraway is dull.

The domestic group has been featured, as is usual at this season, by the antics of peppermint. The crop has been variously reported, most of the country advices being to the effect that it would be short. There was talk of a half crop and high prices but better information since received from unbiased sources indicates that the crop will be nearly normal with the result that carry over and crop together will load the market up pretty well with peppermint. The country is not offering much, hoping that this market will bid. This market is not bidding, so prices are unchanged. They are not likely to be much higher unless the country factors display a quite unusual tendency to hold together for higher levels. Spearmint, which is a smaller crop, is better controlled and it has actually advanced. Whether this will be permanent or not is another question. Wormseed is quiet and inactive but prices are higher than they were a month or two ago. News of the new crop is not yet available. Wormwood remains high with large offers not reported in any quarter.

Citronella has advanced. The shipment markets are higher and spot has gone up about 5¢ for both Java and Ceylon since last month. Camphor oil is temporarily very scarce with both grades in a nominal position. This is not likely to last very long although the market will doubtless be rather high for the remainder of the year. Geranium is steady with demand rather light and supplies none too heavy here or for shipment thus far. Bois de rose and linaloe are both slightly easier. Artificial sassafras has advanced and is scarce. French petitgrain is high and scarce and Bourbon ylang is higher.

### Spanish Essential Oil Exports to U. S. Increase

Exports of the more important Spanish essential oils through the port of Malaga, which accounted for the bulk of the trade for the first quarter of 1928 and 1929, were as follows:

	1928 (First Quarter)		1929 (First Quarter)	
	Pounds	Value	Pounds	Value
Lavender .....			2,050	\$1,425
Orange oil, sweet .....	999	\$1,739	4,914	17,178
Rosemary .....	4,002	1,772	1,001	471
Thyme .....	5,003	4,687	2,205	1,530
Juniper .....			2,122	456
Pennyroyal .....			524	322
Marjoram .....			103	509
Mandarin .....			274	1,476

The increase in the value of sweet orange oil is of particular interest. (Consul Austin C. Brady, Malaga).

### Arabia Exports Perfume Materials to the United States

Exports of drugs, gums, waxes, and perfume materials from Arabia to the United States during 1928 were valued at \$66,358 against \$69,177 during 1927. The quantity and value of these products is shown in the following table:

	1927		1928	
	Pounds	Value	Pounds	Value
Beeswax .....	148,400	\$42,300	136,800	\$44,600
Aloe .....	4,830	910	11,780	1,900
Asafoetida .....			3,880	650
Gum myrrh .....	58,170	9,000	27,320	7,240
Ambergris .....	244 oz.	2,624	281 oz.	3,866
Civet .....	8,065 oz.	14,343	4,070 oz.	8,102
Total .....		\$69,177		\$66,358

## Vanilla Beans

What looked like a steadier market is no longer in evidence. Early reports to the effect that the Bourbon crop would be very small have been contradicted and it is now stated that this crop will be normal. With a normal crop of Mexicans, a normal crop of Bourbons and a heavy carry-over of Bourbons and ample stocks, in fact heavy stocks, in Marseilles, the prospects for a better market are none too good.

The demand from the local market is not very good. Most of the consumers have stocks. They may buy more on account of the low prices but they are not anxious to accept deliveries. The result is that dealers and importers are carrying a heavy burden. Until there is a short crop or until some of the vines are pulled up because the market is not remunerative, it is difficult to look for any improvement in vanilla. On the other hand, prices are so low already, that they can hardly decline to any great extent.

## Sundries

The market has been quiet for some time but is beginning to show signs of increased activity. Temporary shortage of civet has increased the price to consumers here but this may be relieved later. Some fair arrivals of musk have eased the market. No change is reported or indicated in the alcohol position which remains steady.

### Sicilian Citrus Oil Exports Increase

Foreign demand for Sicilian lemon and other essential oils continues to be limited, American importers purchasing only small quantities at the present high prices. Production by the machine process is increasing, although prices for the hand made oils continue to be higher than for the oils made either by Cannavo's or Vinci's machine method. In Palermo it is generally stated that in a comparatively short time the production of essential oils will be done entirely by the machine method. During January sales were made of the various Sicilian oils at the following prices per Sicilian pound (317.621 grams): bitter orange oil, 46.50 lire; sweet orange oil, 52.50 to 55 lire; bergamot, 58 to 62.50 lire; lemon (4 per cent), 38 to 42 lire; and mandarin, 70 to 75 lire. (Lire in 1929 = \$0.0523 United States currency.)

Manufacturers of lemon oil (4 per cent) have not shown any great inclination to release stocks with the hope of keeping the price at its present high level or higher. The market for mandarin oil continues quiet, the demand from importers being almost entirely lacking and prices steady. Exports of these oils during December, 1928 and January, 1929 are shown in the following table:

	Orange Oil	Bergamot Oil	Lemon Oil	Mandarin Oil
	Kilos	Kilos	Kilos	Kilos
January, 1929, .....	17,388	22,600	70,161	440
December, 1928, .....	16,865	13,686	23,649	1,179

The quotations for the different essential oils per pound of 453.59 grams the latter part of March were 30 per cent higher than in January, as is evident from the following: Finest quality lemon oil—\$4.40; finest quality orange oil—\$5.55; finest quality bergamot oil—\$4.89.

It will be noted that the weights mentioned last are in avoirdupois, while quotations covering weights in the earlier part of this report refer to Sicilian pounds of 317.621 grams. —(Consul Howard K. Travers, Palermo).



## Solubility of Soaps in Water\*

The rate of solution of a soap in water is a matter of great practical importance, affecting not only its lathering and detergent qualities, but also its economical use. Some years ago a soap for household purposes made entirely from tallow failed to attain any popularity on account of its slow solubility, and the usual practice of adding oils or rosin to the tallow in the soap pan may be attributed to the recognized necessity for a soap to be fairly readily soluble in water. It is rather surprising that so little work has been done in standardizing soaps in this respect. Several years ago Shukoff and Schestakoff, of Petrograd, published the results of a comparison of the rates of solution of a variety of soaps, using small solid cylinders of the soaps, cut by means of a cork borer, 1.5 cm. in diameter, and weighing 1 gr. An ordinary glass gas-drying cylinder was about half filled with glass beads, and the sample of soap placed on a piece of wire gauze resting on the top of the beads. Distilled water at a temperature of 45° C. was admitted at the bottom of the glass jar at the rate of 200 cc. per minute, and flowed through the beads, around the soap, and out at the top of the jar. In this way, the following results were obtained:

Soap	Time Required for Complete Solution
Tallow soap	More than 8 hours
Primrose soap (20% rosin)	147 minutes
Tallow+10% coconut oil soap	127 minutes
Tallow+25% coconut oil soap	53 minutes
Ditto "run" to 50%	70 minutes
Milled toilet soap	108 minutes
Marseilles soap	34 minutes
Cold process coconut oil soap	9 minutes

Duplicate experiments showed that the accuracy of these determinations was within about half a minute, and a temperature of 45° C. was found the most suitable, as at lower temperatures in the case of some soaps the time of solution was very long, and at higher temperatures the rate of solution of different soaps became too similar. As a result of these experiments Shukoff and Schestakoff deduced that speed of solution depends principally on the fat charge, and that, contrary to the popular belief, the amount of water present plays only a secondary part.

Some experiments made by Serjakoff on similar lines, with a view to determining the relation between the rate of solution of a soap and its content of unsaturated acids, i.e., its iodine value, have recently been published in *Chem. et Ind.* In this case the water was maintained at 60° C., and the rate of flow was 250 cc. per minute. It is concluded that the rate of solution generally increases with increase in the iodine value of the fatty acids, but that the relation between them is complex. The iodine value of the fatty

acids is considered to be a better indication than the titre, of the solubility of a soap.

This latter view is in agreement with that of Webb, who, as was pointed out in these columns a year or two ago, suggests the use, in conjunction with his so-called I.N.S. factor (saponification value—iodine value) of the "Soap Solubility Ratio," obtained by dividing the I.N.S. factor of the mixed oils in the soap "stock," by the sum of the I.N.S. factors of the oils present in the mixture possessing a factor higher than 130 (excluding palm kernel and coconut oils). This solubility ratio usually lies between 1 and 2.1, and it is recommended that for household soaps it should not fall below 1.50, while for toilet soaps made from tallow and coconut oil it should be between 1.30 and 1.50. The solubility ratio of tallow-rosin (primrose) soaps varies from 1.05 to 1.15, but is rarely as high as the latter figure.

## Physical Properties of Pure Triglycerides

The physical properties of the synthetic glycerides of capric, lauric, myristic, palmitic, and stearic acids have been ascertained; the examination showed that the m.p. and refractive index afforded little criterion as to purity, but the densities, solidifying points, and especially the viscosities varied appreciably even when a fair degree of purity had been attained. Curves for the solidifying points of mixtures of tripalmitin and tristearin were plotted; for mixtures with from 25 to 50% of tristearin points were obtained characteristic of the two modifications (double m. p.) of this glyceride. The authors were unable to confirm Pascal's values (B., 1914, 602) for the refractive indices of mixtures of tripalmitin and tristearin, but found a linear relation between  $n_D$  and composition between 70° and 80°.—Abstract by E. Lewkowitsch of article by R. B. Joglekar and H. E. Watson in *J. Soc. Chem. Ind.*, Feb. 1, 1929.

## Hosiery Soap Dutiable at 15 Per Cent Ad Valorem

In protest 346,427-G of Samuel Shapiro & Co. of Baltimore hosiery soap, classified at 30 per cent ad valorem, is claimed dutiable at 15 per cent under the provisions of paragraph 82, Tariff Act of 1922. Justice J. McClelland, in accordance with the amended report of the appraiser, upheld the protest in T. D. 9164.

## Comments on Shaving Soaps

An article "Comments on Shaving Soaps," by Dr. Fred Winter appears on page 353 of this issue. As this article is of considerable interest generally and also by Dr. Winter, in whose works so many of our readers are interested, we have placed it in the general section rather than in the more specific and specialized Soap Section.

\*Perfumery and Essential Oil Record, Vol. 20, No. 4, 1929.

## Arnica Preparations\*

By H. Schwarz

Arnica is an old household remedy which has also found some use in cosmetics. In the following, we give a number of cosmetic arnica preparations. The action of the arnica products is rather irritating to the skin and this action is mainly due to the bitter principle arnicin. It has a very energetic action and if applied, for instance, as undiluted arnica tincture, can even give rise to severe cases of irritation. Therefore, one should be generally careful in the application of strong arnica preparations.

The best known arnica preparation is tincture of arnica which, in accordance with the directions of the German Pharmacopoeia, is made of 10 parts of arnica flowers and 100 parts of diluted alcohol. It must always be diluted with one to two parts of water. Hugo Schulz suggests that tincture of arnica is made from the entire, fresh plant, including the root and stated the following in this connection:

"After extensive personal experience, I have ascertained that for external use the alcoholic tincture made from the entire plant, including the root, is more suitable than the tincture made only from flowers, especially the tincture made from dried flowers. Such tincture made from the entire plant has a dark green color and has a strong, agreeable odor. It is poisonous and therefore must be stored carefully. It must never be used undiluted. I have always used same diluted to the extent of one half or at the ratio of 1:2 and sometimes have diluted it even more with water."

Tincture of arnica made of the entire fresh plant, in accordance with Eugen Dietrich (*New Pharmaceutical Handbook*) is made as follows: 100 grams of fresh arnica plants are crushed in a stone mortar, digested for three days with 200 grams of 90% alcohol, pressed out and filtered. Arnica is decomposed by acids and therefore it is ineffective if used in acidified solutions.

Combinations with tincture of cantharides to which I have found references in literature, appeared to me somewhat risky on account of the additional skin irritating action.

### Fatty Arnica Oil

(*Oleum Arnicae Infusum*)

1. From flowers. (The pharmaceutical preparation is made from the flowers. For cosmetics and for hair oil there is also used an oil made from arnica root):

- 100 grams of finely cut arnica flowers
- 1 gram of aqueous ammonia, sp. gr. 0.97
- 100 grams of alcohol
- 1000 grams of peanut oil

Mix the aqueous ammonia and the alcohol; moisten the flowers with same and let stand for 12 hours in a covered vessel. Then add the peanut oil and heat the mass, preferably on the water bath, until the ammonia and alcohol have volatilized. After cooling off, press and filter. If it is desired to obtain a very fine yellowish preparation, then mix 10 grams of coarsely powdered turmeric with the flowers before moistening.

2. From roots. In the place of the flowers use coarsely pulverized arnica root and otherwise proceed in the same manner as above also with regard to the addition of turmeric.

### Arnica Hair Oil

1 part of fatty arnica oil and 9 parts of olive oil (for

lower priced grades use peanut oil) are mixed. The mixture is suitably perfumed.

### Arnica Hair Water

1 drop of arnica flower oil is dissolved in 475 grams of alcohol 95%. Then add 475 grams of water and shake thoroughly. Then mix with it 50 grams of arnica tincture, German Pharmacopoeia VI. Let stand for 8 days and then filter. If a more intensive coloring is desired, use for this purpose turmeric tincture.

### Arnica Jelly

(*Arnica Creams, Arnica Gelatin, Arnica Jelly*)

50 grams of gum tragacanth are left to soak in 250 grams of water. Then add 100 grams of glycerine and 100 grams of alcohol, 95%, in which there was previously dissolved 2.5 grams of a suitable perfume oil; finally add:

50 grams arnica tincture, German Pharmacopoeia, VI.

### Arnica Bath

7 grams of finest white tragacanth are ground with 10 grams of alcohol, 95% and there is added to the ground mass gradually 118 grams of water, while stirring constantly, with the proviso that water is only then to be added after the mass has thickened. After the entire mass has been added, mix with it 125 grams of glycerine and thereupon 250 grams of arnica tincture, German Pharmacopoeia, VI. This addition to baths is to be well shaken before use.

### Market for Toilet Preparations in Dominican Republic

The market for toilet preparations in the Dominican Republic is limited by the small and scattered population of the country and the economic condition of the people. While there are some 900,000 persons scattered over the 19,000 square miles that comprise the republic, it is only in the larger cities that a good and steady demand can be said to exist for manufactured articles of import. Bearing in mind the natural limitations of the country, it may be stated that the demand in Santo Domingo for toilet articles is good. There are no factories or establishments manufacturing perfumes, powder, or in fact, cosmetics of any description and, therefore, the demand for such articles is met entirely by importations.

The usual method of placing toiletries on sale is through the medium of a commission agent and it is believed that this form of selling these products would prove to be the most satisfactory.

Total value of imports of these commodities in 1926 and 1927 were \$125,929 and \$175,951, respectively, of which France furnished the greater amount, followed by the United States and Germany.—(*Vice Consul William B. Lawton, Santo Domingo*).

### Tea Oil Not Free of Duty

No. 7683.—Protests of Balfour, Guthrie & Co. (San Francisco). Nut Oil—Tea Oil, invoiced as tea oil, which the appraiser reports consists of oil which has been expressed from tea seeds, classified at 20 per cent ad valorem under paragraph 54, tariff act of 1922, is claimed free of duty as nut oil under paragraph 1632.

Opinion by McClelland, J.—The Government offered the testimony of an expert as to whether the samples were seeds or nuts. On the record presented the claim for free entry under paragraph 1632 as nut oil was sustained. Abstract 4516 followed.

\* *Seifensieder Ztg.*, Vol. LV, No. 45.



# Milled Toilet Soaps

## *Manufacture of This Type of Soap by Mechanical Means and With Partial or Total Elimination of Moisture*

By Eugene Schuck

At what ratio the science of soap making has kept step with the tremendous advancements in other chemical fields can only then be accurately answered when the manufacturers of soap universally adopt in a practical way that which science has proved not alone theoretically possible but also economically sound.

There is, for instance, the manufacture of milled toilet soaps. The method of making these soaps is in the main the same today as it existed 15 or 20 years ago. The soap is made by steam in the kettle, settled there for a definite length of time, then dried as chip soap in the continuous dryer to be finally milled, plodded and pressed. It is true that improvements have been made in the technical equipment, but these were not of great revolutionary character inasmuch as they did not eliminate to a great extent time, labor and heating expenses. Nor have we today made any radical departures from the chemical compositions of our milled toilet soaps for the simple reason that such changes could not be made without impairing the goods in process. The milling process as it exists today depends on such narrow margins of manufacture that any appreciable deviations from them undoubtedly would lead to inferior products. To illustrate this; the soap from the kettle is run through and dried in the continuous dryer to such a degree that it contains about 92% anhydrous soap or 80% total fatty acids. A soap of this character mills very well. On the other hand, a soap which contains less than 85% anhydrous soap, and therefore more than 15% moisture, does not mill satisfactorily or not at all. The lowest margin for the insurance of good milling lies, therefore, around 75% total fatty acids and for the best results around 79 to 80% total fatty acids. A milled soap with a maximum of fatty acids and a minimum of moisture contents will undoubtedly keep almost indefinitely without growing unsightly after a certain length of time, without losing weight or shape and even fulfill the requirements of tropical countries. Yet, to obtain all these results, a comparatively great expenditure of time and labor is required.

It has been the aim and desire since long ago to produce a milled toilet soap which fulfills all of the essential requirements before mentioned and in which part of the fatty acids as well as part of the water, or all of it for that matter, is replaced by some other active agent, thereby lowering the contents of total fatty acids without impairing its milling properties. This aim has been achieved by Dr. Welter's process for the manufacture of high percentage, non-decomposable, durable soap (D.R.P. 446,189 and U.S.P. 1,560,626). Dr. Welter's idea to replace the moisture in soap either entirely or partly with sodium carbonate has long passed the stage of experimentation and is now actually and on a large scale carried on in several German factories and principally at the extensive Dreiringwerke, an amalgamation

of seventeen erstwhile independent soap factories. Contrary to the prevalent method of the manufacture of milled toilet soap, Dr. Welter's method makes it possible, by replacing part of the fatty acids and moisture with sodium carbonate, to produce milled toilet soaps of unquestionable quality and containing a percentage of fatty acids ranging between 60 and 65%. It is the only known practical method so far which permits the manufacture of such soaps at relatively small expense and consists mainly in the procedure of bringing together fatty acids, entirely free from neutral fat, and soda ash. Using the ratio of one molecule of fatty acids and one molecule of soda ash the following equation expresses the chemical action:



The writer of this article had the good fortune recently to spend several days with Dr. Welter in Krefeld-Rheinhafen and saw there at the Dreiringwerke, among other interesting things, several cold fatty acids and carbonate of soda saponifications which he will attempt to describe herewith.

### Cold Fatty Acids and $\text{Na}_2\text{CO}_3$ Saponifications

The mixing machines consist of aluminum tanks resting on iron carriages which can be moved to any part of the cemented floor. When the tanks are in position, an electrically controlled and removable vertical paddle arrangement consisting of two paddle units, rotating in opposite direction, furnishes the mixing device. These kettles hold a total charge of about 3,000 lbs. To insure perfect and smooth milling of the resulting soap the percentage of soda ash was fixed at 42%. The fatty acid composition, entirely free from neutral fat, consisted of

- 55% Coconut Oil Fatty Acids
- 15% Peanut Oil Fatty Acids
- 30% Tallow Fatty Acids

Assuming that the total charge of fatty acids was 2,000 lbs., the necessary soda ash, which, by the way, should be as near moisture free as possible and entirely friable, was placed in the mixing machine. In this case the amount was 480 lbs. Rotating the mixer, the fatty acids were pumped through a 1½-inch pipe into the soda ash, and in order to hold down the swelling due to the formation of carbonic acid gas the fatty acids were added in two portions. It may be mentioned here that the temperature of the fatty acids was barely above melting point. The mixing proceeded very smoothly. There was no lumping or excessive swelling of the mass. The mass, after incorporating all of the fatty acids, presented a uniform and homogeneous appearance. Gradually the mass became thicker, and in about 20 minutes' mixing the saponification reaction was completed. The contents of the mixing machine, still hot from the chemical reaction of saponification, it may be observed here, may



either be dumped on the clean cement floor, where it can cool off to be easily ground in a few hours or, as was the case observed by the writer, be run through the mill and plodder. The resulting soap, of which several samples were taken, came out of the plodder entirely smooth and glossy and was pressed shortly after being cut into suitable shapes. It may be remarked here that the proportion of soda ash to fatty acids can be, or perhaps should be, 48 to 50% if the mass is dumped and cooled on the floor to be subsequently ground for powdered soap. If, however, the mass is milled as above described it is not advisable to use more than 42% soda ash. Using the words of Dr. Welter: "If the double quantity of soda ash which is necessary for saponification is not exceeded, then the process is carried out in such a manner, that quantitatively more or less water free sodium soap and sodium bicarbonate are formed. These have no alkaline reaction and may be used for wool, silk and also for the human skin." Another aspect which the process of Dr. Welter opens to the manufacturer of milled toilet soap is the following:

During the course of experimentation it has been found that if one molecule of fatty acids and one molecule of soda ash (the temperature of the fatty acids just above melting point) are brought together and mixed as previously described, certain amounts of settled kettle soap may be added and thus a mixture created which permits easy and good milling and which possesses all of the desirable qualities required of a high class milled soap, namely, uniformity of texture, durability, stability of weight and shape under all conditions. It is rather remarkable and significant that good milling is even then possible when the contents of total fatty acids sink to the low level of 60%. Dr. Welter told the writer that even household soaps have been made in this manner which, though having the same percentage of fatty acids as any lightly filled household soap, greatly surpass these in looks as well as in quality and durability.

Dr. Welter's process has still other advantages. It is well known that base soaps for milled toilet soaps which contain either coconut oil or palm kernel oil above certain limits can only be milled successfully with great difficulty. It is quite different with Dr. Welter's process. Not alone can one increase the percentage of coconut oil and palm kernel oil fatty acids to any extent one wishes, but it is entirely feasible and practical to use these fatty acids exclusively. The result is, of course, a milled soap which surpasses all other milled toilet soaps in solubility, lathering qualities and may even be used successfully in sea water. To illustrate this by an example:

#### Examples I and II

2,000 lbs. of coconut oil fatty acids of 99% acidity are mixed with 720 lbs. of water free, friable soda ash. The result of this mixture will be an entirely homogeneous mass which under self-heating saponifies itself. Before the completion of saponification and before the mass has assumed the consistency of dough 1,400 to 1,600 lbs. of settled soap made from tallow or grease are pumped into the mass and agitated. After a short while of mixing the resulting mixture presents an entirely uniform, homogeneous soap which can be milled within one hour and the resulting ribbons (once through the mill is enough) can then be either immediately or after a short time run through the plodder and pressed in cakes.

In the second example 2,000 lbs. of a fatty acid mixture with an acidity percentage of 99% and consisting of

30% Palm Kernel Oil Fatty Acids

30% Coconut Oil Fatty Acids (or Palm Oil Fatty Acids)

40% Tallow Fatty Acids

are mixed with 700 lbs. of soda ash at a temperature of 86 to 98° F. The mass is at first thinly liquid but perfectly homogeneous. After a short while it undergoes self-heating and becomes doughy while the temperature rises to 140 to 150° F. Dumped on the floor and left for several hours saponification may be considered completed. The mass is then ground and the ground soap mixed with fluid settled soap. 800 lbs. of the settled soap are pumped into the mixing tank and then agitated with 1,200 lbs. of the ground soap.

After 5 to 10 minutes' mixing the mass presents a perfectly uniform and homogeneous appearance. The mixture can then be run immediately through the mill (once is enough) and the ribbons may be run through the plodder forthwith. The soap coming from the plodder has a fine finish, cuts smoothly into cakes, presses equally well and when finished cannot be told from the usual high grade milled toilet soap.

#### Dry Saponification

The process of dry saponification or partial dry saponification is, of course, not alone confined to the manufacture of milled toilet soaps. There are many more ways to take advantage of this process both in the manufacture of soaps and in the making of soap powders. So, for instance, hydrocarbons may be introduced into the mixture and the possibilities of evaporation of highly volatile hydrocarbons are greatly reduced. Rosin may be used in connection with the fatty acids. One part of soda ash may be replaced by a corresponding part of potassium carbonate. The writer has observed the making of transparent soap flakes at the Dreiringwerke according to the process of Dr. Welter, and there are a good many more avenues open for the exploitation of this process.

What now are the advantages of Dr. Welter's process of dry saponification or the admixture of dryly saponified fatty acids with settled soap and what advantages are derived by these processes as applied to milled toilet soaps? Primarily the main advantage is that these milled toilet soaps can be manufactured more economically than those of the prevalent method. Instead of having a soap containing 80% of fatty acids, the dry saponified soap contains only 60% fatty acids. The balance is replaced by sodium bicarbonate which in itself is extremely inexpensive as well as harmless to the skin. A further economic advantage is the rapidity of manufacture. What formerly took days can with this new method be accomplished within a few hours. Furthermore, the scope of raw materials is considerably larger than by the present method. For instance, coconut oil fatty acids, which are at the present time one of the cheapest raw materials, may be used in any proportion with impunity.

Soaps made by Dr. Welter's process are, to say the least, equally as good looking as the old style milled toilet soaps and equally as durable and unchangeable. And last, but not least, soaps made by the dry saponification method never grow rancid and that in itself is a wonderful advantage. The writer has in his possession now samples of toilet soaps, made at the Dreiringwerke six years ago and which certainly have kept a perfect appearance. There can be no doubt that this method of manufacture will find adherents in the soap industries of this country, and though the old order of things is usually hard to change, innovations which are theoretically and practically sound will sooner or later win out.

## Soaps with High Rosin Content\*

By L. Reschetnikoff

The soap industry of Soviet Russia, which uses large amounts of edible oils, recommends the substitution of such oils as sunflower oil and cottonseed oil, suitable for human consumption by other raw materials. Soap manufacturing of the Siberian Union has obtained favorable results with the use of 25 per cent rosin in the fatty acid salts. An American rosin (Grade H) was used. Seventeen parts of this was used in the boil. The finished product was cooled in the mill.

The first example is as follows:

Hydrogenated Fat (Titer 48-49).....	60%
Cottonseed Oil .....	10%
Sunflower Oil .....	10%
Rosin .....	20%

### Soap Analysis

Fatty Acids .....	66.35%
Unsaponifiable and Unsaponifiable.....	1.3%
Titer .....	42
Iodine Number .....	60.6

The second example:

Hydrogenated Fat (Titer 48-49) .....	60%
Linseed Oil .....	20%
Rosin .....	20%

### Analysis

Fatty Acid .....	61.8%
Unsaponifiable and Unsaponified.....	1.1%
Fatty Acid Titer.....	42.2

Third example is given as follows:

Hydrogenated Fat .....	60%
Linseed Oil .....	15%
Rosin .....	25%

### Soap Analysis

Fatty Acid .....	26.26%
Unsaponifiable and unsaponified.....	.78%
Titer of Fatty Acid.....	43.3

In all three cases a firm soap of a most beautiful yellow color and good quality resulted. In 1927-28 the following ingredients were used: 63-65 per cent hardened fat, 32-34 per cent vegetable oil and 3 per cent rosin. With the use of 20 per cent rosin instead of 3 per cent the manufacture is changed to 1,000 kilos of rosin, 750 kilos of vegetable oil, and 250 kilos of hardened fat. In spite of considerable amounts of rosin in the mixture no small yield of soap resulted. The detergent value and lathering quality was excellent. Further experiments were made with 30 per cent rosin. The question of the use of rosin in soap base was also investigated. Unusually good results were obtained by the use of 8 per cent of rosin in high grade soap.

\*Seifensieder Zeitung, Vol. 56, No. 13 (1929.)

## Praise for the Soap Section

(T. M. Sayman Products Co.)

We find THE PERFUMER a most useful reference work in our business, as it keeps us in touch with all modern developments. We find the soap section particularly interesting, and have gleaned therefrom many hints and ideas which we have turned to practical account.

The advertising pages of your journal are a veritable storehouse of knowledge, and they offer almost a complete buyer's index for most all raw materials and equipment used in the perfumery, cosmetic, and soap industries.

## British Vegetable Oil Industry

In the course of a most interesting article in the *Commercial* on "Substitutes for Animal Fats," the writer stresses the importance of vegetable oils as substitutes for animal fats, and calls attention to the fact that none of these vegetable oils are home grown and adds "it is difficult to see how English farmers with an English climate could compete with a tropical climate on a purely oil producing basis. However, if we examine the source of the oils on which we mainly depend . . . we find that the British Empire can supply all our needs."

While there are a large number of oil seeds whose oil is suitable for edible purposes there are not as yet many grown or collected in sufficient quantities to seriously affect our vegetable oil needs. Imports for 1928 show that we depend on the palm fruit, the cottonseed, the peanut, the coconut and the soya bean. The following are the relative imports:

Oil From the Palm Fruit, Including:	Per Cent
Palm oil and palm kernel oil.....	35
Cottonseed oil .....	27
Peanut oil .....	12
Coconut oil .....	11
Soya bean oil.....	15

The author states that it is evidence of how little we know about the biology of plant life that no one can explain why the palm fruit should have such different oil in its pulp from that in its kernel, whereas the olive fruit, which also produces a pulp and a kernel oil, makes them so much alike as to be almost indistinguishable, and they are, in fact, obtained by crushing the whole fruit. The palm fruit is handicapped in that the only other product of value is the palm kernel meal, whereas the cottonseed itself is a by-product of the cotton industry.

Considering the sources of supply of the above mentioned oils, only the soya bean is not grown to any appreciable extent in the British Empire. Egypt and India supply the bulk of our cottonseed oil, and while America is the largest producer, she has but little for export owing to her large home consumption.

Palm oil has suffered in the past from want of attention, both on the part of those responsible for collecting the fruits and those using the oil. Now, however, the Congo and West Africa, stimulated by a threat of plantation palm oil from the West Indies, produces a palm oil suitable for margarine, and manufacturers know how to refine it, and, what is still more important, how to prevent its gradual reversion to its unrefined condition euphemistically described as the development of an odor of violets. The imports of palm kernel oil as kernels reached 160,000 tons in 1928. It finds an ever-increasing use in soap and margarine and in other edible oil uses, and, indeed, probably not even an expert could tell by taste whether a piece of chocolate was made from cocoa nib and sugar or from hydrogenated palm kernel oil, cocoa and sugar. It is equally certain that on any digestibility test the latter mixture would hold its own.

Recently statements have appeared in the press claiming that private enterprise has succeeded in growing that "bread-and-butter" oilseed, the soya bean in this country. Further, a Soya Cultivation Committee has been set up to encourage the growing of soya beans in the British Empire. It is claimed that Great Britain imports annually, mainly from Manchuria, about 2½ million pounds' worth (\$12,500,000) of soya beans. This remarkable bean, with its 20 per cent of oil, is put to many uses. The plant itself can be useful as fodder; it is a leguminous plant, and its root nodules are

busy little factories for synthetic nitrate manufacture, putting to shame the high pressures, temperatures, and combustions of man-made methods. It is, therefore, a useful rotation crop as a green manure. Its oil, though primarily in composition midway between linseed oil and cottonseed oil, can be and is by hydrogenation given a suitable plasticity for use in margarine. It can be partially hydrogenated and demargarinated to give a good salad oil. Moreover, the crude oil on storage deposits a somewhat sticky residue from which lecithin is extracted. This lecithin is used in margarine manufacture, where it aids the retention of the legal maximum of water (16 per cent), and in cooking fats, where it imparts the necessary browning to pastry and cakes.

Even then all has not been said. The Japanese use the ground-up soya bean as an article of diet in the form of a vegetable cheese called "tofu." Recently attempts have been made to extract the soluble protein from soya beans, which resembles milk casein in many respects and has been claimed by some to be identical with it. Soya beans may, therefore, be used for making bread (qualified, it is true, by the adjective brown, at present) from the soya meal or flour, butter from the oil, milk by homogenizing this butter with water, and cheese from the fermented meal. Just as soya beans can be exploited, so other seeds and pulp oils probably contain valuable ingredients hitherto unrecognized through no fault of their own, since by their color, smell, taste, and chemical reactions they plead for publicity and resent neglect by oxidizing and rancidifying their oily surroundings.

To look into the future, a recent article in a German scientific journal has described the marked effect of added chemicals, such as thymol, on the rate of saponification of oils in the soap kettle. Since saponification is a factor in oil digestibility one may in the future counteract the decrease of digestibility brought about by modern processes of refining oils by the addition of catalysts. Even so we shall probably only be imitating certain fish whose oil contains unsaturated hydrocarbons, probably present for some such purpose. Further, there is some evidence that where animals or plants are subjected to sudden cold—as, for example, the flax plant in Russia or the whale in the Arctic regions—nature has provided both with highly unsaturated oils, or alternatively catalysts, to promote assimilation. When we proceed to saturate these oils to give the approved texture required of an edible fat, we may lower their digestibility, so that it may be necessary to add catalysts to oils and fats to counteract the effect of refining them and render more readily available the warmth produced by the natural combustion of the oil.

#### Unsapnifiable Matter in Oils and Fats

A method for determination of unsapnifiable matter in oils and fats, claimed to be accurate to within 1% of the amount present, consists in adding 40 cc. of alcohol and 10 cc. of 40% aqueous sodium hydroxide to 20 g. of oil, and boiling for 1 hr. under reflux. The solution is then transferred to a separatory funnel with 150 cc. of water, shaken with 300 cc. of redistilled ether, the soap solution extracted twice more with 250 cc. of ether, the combined extracts washed with 20 cc. of water, and the bulk of the ether removed. The soap solution is extracted three times more with 250 cc. portions of ether, the extracts are washed, and the bulk is reduced in the same flask as the first extract. The extract is then rinsed with ether into a separatory funnel, and 50–75 cc. of ether in another funnel are used for extracting all the wash liquors from the first separator. The extract is washed

twice with water, then with 2*N*-sodium hydroxide in 10% alcohol, followed by two more water washings, and the whole repeated at least once. Finally it is washed with 0.5*N*. hydrochloric acid and then with water to wash out alcohol from the ether layer. The ethereal extracts are evaporated and the residue is weighed, mixed with 10 cc. of neutralized alcohol, warmed, and titrated with 0.025*N*-sodium hydroxide (1 cc. = 7 mg. of fatty acid, as oleic acid). A shorter method involves only four extractions. The first three extracts are united, treated with 20 cc. portions of wash liquors, using the fourth extract to re-extract the washings.—Abstract by D. G. Hewer of article by E. L. Smith, in *J. Soc. Chem. Ind.*, Feb. 1, 1929, p. 102.

#### Census of Miscellaneous Chemicals, 1927

WASHINGTON, August 15, 1929.—The Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928 the total production, for sale, or miscellaneous chemicals (those not assigned to special chemical groups) in 1927, aggregated \$262,654,570 in value, an increase of 15.5 per cent as compared with \$227,426,418 reported for 1925, the last preceding census year. The aggregate for 1927 comprises inorganic chemicals, \$158,511,276, and organic chemicals, \$104,143,294, representing an increase of 15.5 per cent for each group, as compared with \$137,273,296 and \$90,153,122, respectively, the corresponding values for 1925.

The statistics, covering products of interest to our readers, for 1927 and 1925 are summarized in the following table. The figures for 1927 are preliminary and subject to correction.

Alcohols	Census year	Number of estab- ments	Unit of measure	For sale	
				Quantity	Value
Amyl alcohol, including fusel oil .....	1927	19	gallon	149,895	\$227,254
	1925	20	"	293,921	639,547
Other (butyl, propyl, etc.), not including glycerol (see "Glycerin") .....	1927	...	.....	.....	9,607,915
	1925	...	.....	.....	6,479,559
Amyl acetate .....	1927	12	gallon	218,856	435,656
	1925	12	"	137,483	414,860
Butyl acetate .....	1927	9	gallon	2,342,011	3,613,182
	1925	11	"	870,463	1,577,503
Ethyl acetate .....	1927	12	gallon	4,645,342	3,701,084
	1925	12	"	2,907,212	2,406,517
Glycerin:					
Crude <sup>1</sup> .....	1927	68	pound	26,999,863	3,942,991
	1925	75	"	30,734,804	4,258,351
Refined .....	1927	23	"	89,406,321	19,159,758
	1925	24	"	94,302,850	16,991,213
Vanillin .....	1927	6	pound	299,624	1,922,510
	1925	4	"	215,012	1,133,926

<sup>1</sup> Production for sale by chemical and soap manufacturing establishments only. Total production of crude glycerin, 80 per cent basis (Quarterly Census of Animal and Vegetable Fats and Oils). 1927, 131,874,326 pounds; 1925, 103,406,943 pounds.

#### Protest of Yardley & Co., Ltd.

Powdered soap, classified at 30 per cent ad valorem is claimed dutiable at 15 per cent under the provisions of paragraph 82, Tariff Act of 1922 in Protest 349,070-G of Yardley & Co., Ltd., New York. Judge J. McClelland, in T. D. 9130, on the authority of the United States v. Yardley (16 Ct. Cust. Appls. 499, T. D. 43,226) held the powdered soap in question dutiable at 15 per cent.



## Guests at Chemical Conference

C. C. Concannon, Chief of the Chemical Division, sailed on the *Lexiathan*, July 27, to be in Europe about two months. He was in Paris the first week of August to attend a conference of the officers in the foreign service handling chemical matters. Among those present at this conference were: W. T. Daugherty of Berlin, D. J. Reagan of Paris, H. S. Fox of London, E. Humes of Rome, Clayton Lane of Warsaw, and C. E. Lyon of Berne. Among division chiefs from Washington attending the conference were L. Domeratzky, Chief of the Division of Regional Information, an author of the Department of Commerce publication, "The International Cartel Movement."

The Chemical Advisory Committee to the Department of Commerce participated in this conference and the following committee members were expected to be present: A. Cressy Morrison, New York; Dr. A. S. Burdick, Chicago; Gustavus Ober, Jr., Baltimore; Ernest T. Trigg, Philadelphia. Among the trade association executives attending the meeting are Dr. L. H. Marks, executive secretary, Industrial Alcohol Institute, and Charles D. Brand, executive secretary treasurer, National Fertilizer Association.

The purpose of the meeting was to bring together those foreign officers of the Department of Commerce in Europe who are specializing in chemical matters to the end that the Department may render the highest degree of service possible. The commercial attaches and trade commissioners stationed in Europe have met in years past to discuss matters of general interest but this is the first time that any group of foreign service officers has convened to discuss the problems of any specific industry. Depending upon the success of the present meeting it is anticipated that the presence conference may be repeated annually.

Mr. Concannon was accompanied by Earle C. Taylor of the Chemical Division in Washington, who has been handling fertilizer matters. Mr. Taylor officiated as secretary of the chemical conference in Paris and following a visit to various chemical centers of Europe with Mr. Concannon he will be permanently located at the American Embassy, Paris, as an Assistant Trade Commissioner. Mr. Taylor will assist Mr. Reagan, who has been and will continue to be in charge of chemical matters at Paris.

## Cleaning of the Pan in Soap Manufacture

If a clear-colored soap is to be obtained, it is essential that the bottom of the pan should be kept clean. In order to replace the time-wasting and loss-producing cleaning by hand, it is now proposed (*Fr. Pat. 643,672*) to employ a device which enables the pan to be kept clean even when the soap is boiling. To a vertical, rotating shaft passing through the central line of the pan, is fitted, below the heating coil, a metal arm. Metal chains attached thereto, which are dragged crosswise over the pan bottom, beat the bottom sludge into suspension form, which may be easily drawn off. Any separating out of the salt, it should be specially noted, is in this way rendered impossible.—(*Olmarkt*).

## Of Assistance in Every Way

(*Elizabeth Ives, Elizabeth Ives Preparations, Toilet Preparations*)

THE AMERICAN PERFUMER has always been of great assistance to me in every way.

## Features of Soap Materials Market

(Continued from next Page)

### Industrial Chemicals

The market has been generally steady during the last month. Less of a surplus of caustic soda is in evidence than is usual at this season of the year and the result has been that the market, aside from contract deliveries, has been notably firm throughout the period. Contract deliveries, too, have been excellent and the quotas of most of the contract buyers have been kept almost up to date. Prices on other chemicals are also steady although the summer slowness has been felt to some extent, principally in the size of the quantities which leading consumers have been taking.

### Other Soap Materials

The demand for rosin from the soap trade has not been of much consequence but the paint and varnish industry has been a fair buyer and export inquiry has also improved materially with the result that prices, especially in the darker grades have been well maintained. Less call for window glass and water white is reported and both of these are easier. Stocks in the south are normal for this season. Other items are quiet and steady without much changes in the quotations named in this market.

### Why Ambergris Is Costly

Among the vanishing items of commerce is listed ambergris, a substance thrown off by whales and highly prized in the arts as a fixative of fine perfumes. The increasing scarcity of whales and the great distances where they have seen fit to take up their oceanic abode makes the finding of ambergris more uncertain. In order to collect any of the substance that might be discovered at sea this season advertisements are running in fishing and marine periodicals of the Pacific coast.

Prices offered for ambergris this season run from \$12.50 to \$20 per ounce. Only three recorded finds of ambergris were made last year on the West coast.

### Soap from the Yucca Plant

A soap concern, anxious to place on the market a new product has been experimenting with the manufacture of soap from the yucca plant. For centuries this plant was one of the mainstays of the prehistoric Arizona Indians. The yucca plant grows wild on the desert in Arizona, and has properties in the roots that have long been known for their cleansing values. The roots can be used in the manufacture of good commercial soap, it has been stated. The yucca is a hush-like plant, having long brittle leaves which taper to a point, resembling a huge cactus spine. The plant sends up a shoot, from seven to ten feet in the air, which carries the bloom, a cone of white petals. Every part of this plant was used by the Indians, the fiber for baskets and bags, the leaves for sandals and blankets, the thick spines for needles and the sinewy parts for thread. Switches were made from the stem, and many other articles, including screens for doors, nets for carrying articles, mats for the floor, etc. The Indians also knew how to make soap from the roots, but the process was not developed to any great extent until the present firm took up the subject.

## MARKET REVIEW ON TALLOW, ETC.

### VEGETABLE OILS

Declines have been noted for many grades of vegetable oils since our last review. Copra eased off quite some which was followed by a drop in the price of coconut oil here. Usual quality coconut oil in tank cars is offered at this writing at 7½ c. lb. for late this year and at 7¼ c. per lb. for the first three or four months of next year's delivery, f.o.b. Atlantic Coast but at these prices there has been comparatively little business placed recently.

Palm oils have also been somewhat easier lately although spot stocks here and stocks for early shipment from abroad do not seem to be very large. With the recent steadier feeling in animal fats, there has been some hope for a better demand for palm oils from the soap trade but so far, however, there have been no signs of any increased activity.

The Government cotton crop estimate published a few days ago, although only slightly over the general average expected, was construed as bearish and resulted in lower prices for crude cottonseed oil and also causing a weaker feeling for crude corn oil. Soap makers continue to purchase quite heavily all grades of soap stocks and fatty acids and the demand has held prices steady compared to other commodities. Olive oil and olive oil foots have recently been steadier due to a fair demand here for the forward deliveries, but largely due to the lack of offerings from Europe.

A. H. HORNER.

### GLYCERINE

The market for glycerine, during July, has continued quiet, with transactions in domestic soap lye crude at 6¼ c. per lb., basis of 80%, loose, delivered. There are quite a few offerings on the market, which have not been disposed of, and it looks as if glycerine is in for a bad time, although on the other hand, some few of the producers are holding their output for the Fall and Winter, in the hope of obtaining better prices than those now prevailing. Advices from abroad state that the market is practically dead, in sympathy with the situation on our side. Saponification crude is nominally 7½ c. per lb., basis of 88%, loose, delivered, and the price for dynamite remains at 10¾ c. per lb., f.o.b. sellers' works; however, some of the refiners are holding for 11 c. per lb. Chemically pure is steady, with the price remaining at 13¾ c. per lb., in bulk, for carloads.

S. L. PARSONS.

### TALLOW

There has been a good volume of trading in both tallow and grease during the intervening period with the result that City Extra tallow has advanced one-half cent per pound, the market now standing at 8c. per pound loose f. o. b. seller's plant. Although it seemed likely a further advance was in prospect, at this writing, the edge seems somewhat dulled and the price appears at the top for the present. Some City Extra grade was sold as high as 8½c. f. o. b. seller's plant.

The demand for high titre No. 2 tallow is good with supplies well limited. This material has been bringing 7½c. to 8c. per pound.

Choice House grease is priced at 7½c. per pound loose f. o. b. seller's plant; Yellow grease 7½c. to 7¾c. depending on acid and color. Fancy tallow has been well bought up, last sales being recorded at 8½c. loose f. o. b. seller's plant.

Conditions in the Middle West are steady but at present quiet. Trading has been heavy with last sales of Prime Packers' tallow at 8½c. loose f. o. b. Chicago; 40-40 was last traded in at 7c. Chicago.

E. H. FREY.

(Continued on Preceding Page)

### SOAP MATERIALS

#### Tallow and Grease

Tallow, New York, Extra 8c. Edible, New York, 9½c. Yellow Grease, New York, 7½c. White Grease, New York, 7½c.

Rosin, New York, August 15, 1929:

Common to good ...	8.60	I .....	8.67½
D .....	8.65	K .....	8.70
E .....	8.65	M .....	8.70
F .....	8.65	N .....	8.95
G .....	8.67½	W. G. ....	9.10
H .....	8.67½	W. W. ....	9.25

Starch, pearl, per 100 lbs. ....	\$3.72 @
Starch, powdered, per 100 lbs. ....	3.82 @
Stearic acid, single pressed, per lb. ....	.15 @
Stearic acid, double pressed, per lb. ....	.15½ @ .16
Stearic acid, triple pressed, per lb. ....	.18 @ .18½
Glycerine, C. P., per lb. ....	.13½ @ .15
Dynamite .....	.10¾ @ .11¼
Soap, lye, crude 80 per cent, loose per lb. ....	.06¾ @ .07¼
Saponification, per lb. ....	.07½ @ .08

#### Oils

Coconut, edible, per lb. ....	.08½ @
Coconut, Ceylon, Dom., per lb. ....	.08 @
Palm Lagos, per lb. ....	.08½ @
Palm Niger, per lb. ....	.07½ @
Palm kernel, per lb. ....	.08¾ @
Cotton, crude, per lb., f. o. b., Mill ....	Nominal
Cotton, refined, per lb., New York ....	.09¾ @
Soya Bean, per lb. ....	.13¼ @ .13½
Corn, crude, per lb. ....	.09½ @
Castor, No. 1, per lb. ....	.13¼ @ .14
Castor, No. 3, per lb. ....	.12¾ @ .13½
Peanut, crude, per lb. ....	.11½ @
Peanut, refined, per lb. ....	.13¼ @
Olive, denatured, per gal. ....	1.15 @ 1.20
Olive foots, prime green, per lb. ....	.09 @ .09¾

#### Chemicals

Soda ash, 58 per cent, per 100 lbs. ....	1.37 @ 1.72
Soda Caustic, 76 per cent, 100 lbs. ....	2.90 @ 3.00
Potash, Caustic 88@92 per cent, per lb. ....	
N. Y. ....	.07½ @ .07¾
Salt, common, fine per ton ....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton ....	11.00 @ 12.50
Sulphuric acid, 66 degrees, per ton ....	15.50 @ 16.50
Borax, crystals, per lb. ....	.03 @ .03½
Borax, granular, per lb. ....	.02¾ @ .03
Zinc, oxide, American, lead free, per lb. ..	.06½ @ .06¾

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